

AUTHOR & JOURNALIST

NEW FICTION STYLES FOR NEW TIMES

August Derleth

A Fresh Slant on Old Counsel

J. CHARLES DAVIS, 2nd

How to Give Your Pictures Appeal

TOWNSEND GODSEY

From Editors' Desks to You . . . Contests
and Awards . . . Books for Writers

Market Lists:

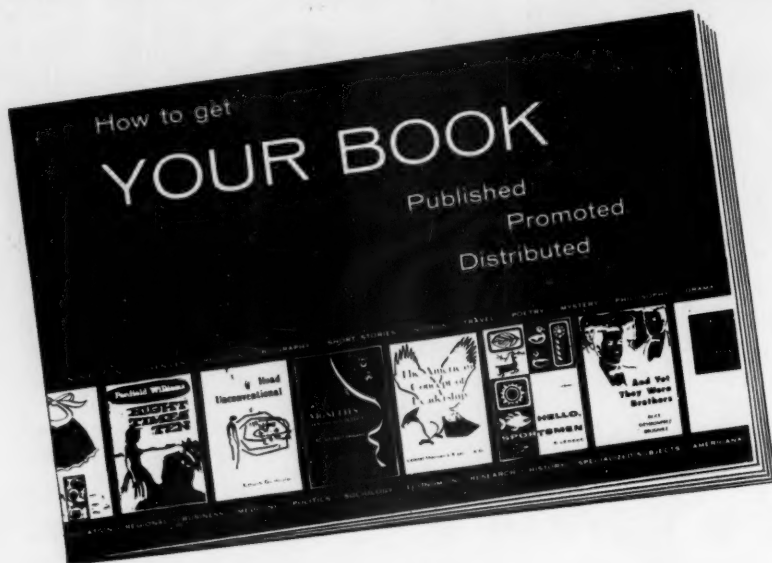
Business Magazines

Company Publications

University Microfilms
313 N. First St.
Ann Arbor, Mich.

Coop

WHAT EVERY WRITER SHOULD KNOW



This FREE book has helped over 600 writers to get published.

IT TELLS

why books are rejected
which books are published
whether a book must be sensational to get noticed
what chances the beginner has
how to type your manuscript professionally
how to get an opinion about a partially completed manuscript
how to handle footnotes, index, table of contents
about rules for punctuation and spelling

IT TELLS

whether a book's success can be predicted
how to mail and protect your manuscript
how to handle the "difficult" or special book
what to do about a scholarly book
what to do about children's books
how to handle illustrations
how to protect your royalties

Send us your manuscript for professional report on merits and publication possibilities. **NO OBLIGATION.** We are subsidy publishers who pay 40% royalty and guarantee National Advertising, wide review coverage and publicity.

Seth Richards,
Publisher

IT TELLS

how to protect your subsidiary rights
what to do with a book of specialized or limited appeal
what publicity to look for
what advertising to expect
about sales to movie companies, TV, radio
how to protect your book against "sudden death"
how to copyright your book

IT TELLS

what the professional writer has learned
which famous classics were once rejected
which famous books were published by their authors
when you can deduct the cost of publishing from your income tax
about autograph parties, radio, and TV interviews
how to get permission to quote from other authors
how to choose a publisher

Pageant Press Inc., 101 Fifth Ave., New York 3, N.Y.

FREE

**Mail
this
coupon
today**

Pageant Press, Inc.
101 Fifth Avenue, New York 3, N. Y., Dept. AJ12
Please send me without cost or obligation your big illustrated **FREE** book, "How to Get Your Book Published, Promoted, Distributed," and full details about your Best Book Contest.

Mr. _____
Mrs. _____
Miss _____
Street _____
City _____ Zone _____ State _____
Inquiries confidential. No salesman will call.

**BEST BOOK CONTEST
\$1600 CASH AWARDS**

First Prize \$500
Second Prize \$250
Third Prize \$150

**SEVEN HONORABLE
MENTION AWARDS
OF \$100 EACH**

Details will be sent with **FREE** book. Simply mail coupon.

AUTHOR & JOURNALIST

AUTHOR & JOURNALIST

VOLUME 42

NUMBER 12

NELSON ANTRIM CRAWFORD, Editor

Contents for December, 1957

- 4 What Readers Say
- 7 Contests and Awards
- 8 Books for Writers
- 11 How and Why Fiction Changes
August Derleth
- 13 A New Slant on Old Counsel
J. Charles Davis, 2nd
- 14 How to Give Your Pictures Appeal
Townsend Godsey
- 16 From Editors' Desks to You
- 18 Markets in Business Magazines
- 18 Amusements; Automotive, Bicycles, Etc.
- 19 Aviation; Beauty; Beverages; Boats; Bottling;
Building and Related Fields
- 20 Business, Finance
- 21 Ceramics; Cleaning, Laundries; Clothing
- 22 Communications; Drugs; Electrical; Engineering;
Feeds, Seeds, Fertilizers; Firearms; Fish-
eries
- 23 Florists; Food
- 24 Glass; Hardware; Health and Sanitation; Home
Furnishings and Equipment; Hotels, Restau-
rants
- 25 Institutional; Jewelry; Merchandising; Metals
and Machinery
- 26 Music Stores; Oil; Optical; Paper, Printing,
Ink
- 27 Parks; Photographic
- 28 Poultry and Poultry Products; Rubber; Tex-
tiles; Transportation, Shipping; Wood and
Lumber
- 28 Markets in Company Publications

AUTHOR & JOURNALIST, founded in 1916, is published monthly at 1313 National Bank of Topeka Building, Topeka, Kansas. Nelson Antrim Crawford, Editor and Publisher. Send changes of address and all other communications to the address above. Changes of address must be received by the 10th of the month to catch the following issue. Subscription price in U. S. A., \$3 for 2 years, \$2 for 1 year. Outside U. S. A., \$4 for 2 years, \$2.50 for 1 year. Single copies, 25 cents each. Manuscripts and other material submitted should be accompanied by stamped, self-addressed envelope. Due care is exercised in handling, but AUTHOR & JOURNALIST assumes no responsibility for loss or damage. Printed in U. S. A. Entered as second class matter at the Post Office at Boulder, Colorado, under the act of March 3, 1879. Copyright 1957 by Nelson Antrim Crawford.

DECEMBER, 1957

Palmer Institute Now Accredited

Only School of Writing So Honored

An Accrediting Commission of the National Home Study Council, composed of nationally known educators (*not* just those in the home study field), recently visited and inspected member schools to confirm evidence that they were up to the rigid standards set by the Council. Instructional materials were reviewed by subject matter specialists.

Of 34 correspondence schools throughout the nation to receive accreditation by the National Home Study Council, Palmer Institute is the only school teaching creative writing to be so honored.

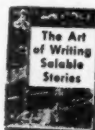
To be accredited by the National Home Study Council, a school must offer an educationally sound and up-to-date course, have a competent faculty, admit only qualified students, advertise truthfully, keep its tuition charges reasonable, show a good record of ethical relationships with students, and be financially sound.

Palmer Institute has been a member of the NHSC since 1927, and is proud to be approved under the Council's new program of Accreditation. To those who know Palmer Institute, this recent honor was no surprise. For years Palmer has helped many new writers get started and experienced writers increase their incomes. So that you may see for yourself how you may "cash in" on the opportunities offered now in writing, send for *free* typical lesson package and 40-page book, "The Art of Writing Salable Stories." No obligation. No salesman will call. Send *now* before you forget!

Palmer Institute of Authorship

Accredited: National Home Study Council

(Only School of Writing So Honored)



1680 N. Sycamore, Desk G-127
Hollywood 28, California

Approved
for Veterans

Mail This Reminder Coupon or Send Postcard

FREE

Palmer Institute of Authorship
1680 N. Sycamore, Desk G-127
Hollywood 28, Calif.

Please send me free typical lesson package and 40-page book, "The Art of Writing Salable Stories," explaining how you help new writers get started and experienced writers increase their income.

Mr.)
Mrs.)
Miss)
Address _____

City _____ Zone _____ State _____

Please print clearly. Veterans: check here ☐

What Readers Say

Coincidence, Not Theft

Maybelle Larwich's letter about stolen MSS., or plagiarism, in the October *Author & Journalist* is a subject that continues to bob up at intervals.

Every writer is influenced by what he reads, hears, or sees. An editor or agent who also writes may return a story that has an excellent idea, situation or plot, but lacks all the other ingredients needed to make a salable story. That editor or agent may later write a successful story which comes from his subconscious mind, but actually was suggested by that rejected story. He did not steal the story, but beginning writers are apt to be suspicious when they have an experience like mine.

In the early part of this century I took a short story course of 25 lessons from Thornton West. Each lesson was a 2,000 word story, and when I sold the first and the last one I began writing half the night, and sold stories to *People's Popular Monthly*, *Christian Socialist*, *Open Road* (then in Boston), *Ranch Romances*, *Pictorial Review*, and other magazines.

When I sent a story to the *Youth's Companion*, it was returned, but brought a much-prized letter, praising the story, but stating they were overstocked with stories slanted toward adult readers. I liked the story, and my wife urged me to keep it going. It was about two teen-agers in a backwoods setting where a crime had been committed, and recent events made the boys suspects. Deeply impressed at the meeting-house where the speaker dramatically told the story of Joseph being sold by his brothers for "twenty dollars," the older boy rides away that night to give himself up to the sheriff, only to find his younger brother there, claiming he had committed the crime. Of course the story ended with the real criminal's capture and the wise sheriff's refusal to lock the boys up.

"Twenty Pieces of Silver" never sold, but about a year after I had shelved it, a story with almost the identical plot appeared in a popular magazine. The author probably had never seen or heard of my story, but it goes to show that, while coincidence should not happen in our story, it can sometimes happen to it.

LESLIE S. BRAY

Tampa, Fla.

For the Comedy-Minded

The National Association of Gagwriters is sponsoring a Humor Roundup at its Comedy Workshop, 268 W. 47th St., New York City, on Wednesday night (8 to 10 p.m.) January 8, as a feature of the 1958 Save the Pun Week.

Talented, comedy-minded writers and cartoonists are invited to participate and attend. The Humor Roundup will concern itself with the Seven Laughing Arts: Radio-TV, Stage, Films, Cartoons, Music, Dance, and Literature.

Creative humor, merchandising and marketing, and a look ahead at the future for the humorist will be the subject matters under discussion with leading craftsmen of the varied arts exchanging viewpoints.

This roundup will serve as a formula for

counterparts to be held by the NAG in principal cities from coast to coast.

We invite humor-minded writers and cartoonists throughout the nation to attend humor roundups in their local communities.

Information on the times and dates may be had by writing George Q. Lewis, National Association of Gagwriters, Box 835, Grand Central Station, New York 17.

GEORGE Q. LEWIS

New York, N. Y.

On Markets 15 Minutes a Day

A&J gets better all the time—I can't imagine anyone trying to be a successful selling writer without these excellent market lists at hand. I spend 15 minutes every day, year round, studying them. You just can't do it hit-or-miss, or you'll be "shooting with your eyes closed." Editors reject thousands of excellent manuscripts each year which were sent to the wrong place. I admit it's tedious, but it's cheaper than stamps!

No wonder some editors mutilate our manuscripts—maybe they don't want to see any more. They can't even use all the ones on target.

HILDA PETERSON

Roseburg, Ore.

Those Hidden Mastheads

Author & Journalist is a good deal. Even for one who isn't selling but just trying to sell, it's worth the money. Without it one would have to buy magazines, then search through the 5-point type in mastheads to find the address and editor. And there have been times when I spent ten minutes even finding a masthead, so well had the magazine hidden it.

Watch *Empire Magazine* (*Denver Post*) for a bang-up true yarn on Old Bat Pourier when he stood off, single-handed, more than 50 armed Indians during the Wounded Knee Trouble. The pictures themselves will be worth it. Yeah, and recently sold an "Old Bat" yarn to *True West*.

LEWIS A. LINCOLN

Denver, Colo.

Memorial to Susan Brown

High up in the top of a cedar tree standing in our yard, a mocking bird sings so loudly it's almost shrill.

By our driveway stand several mimosa trees. The apple orchard comes next, then the corn field, and lastly the mountains. The sun is coming into view, from behind the trees. Its long warm rays are shooting out across the land. It's almost as if the sun and mocking bird were racing, against each other, to bring sunshine and warmth to the world. Time marches on, but to some people it has run out.

I wonder sometimes if Susan Brown thought time was running out for her. Somehow I believe she knew it was.

Check your October *A&J*, in "What Readers Say." It was Miss Brown that advised me to take

AUTHOR & JOURNALIST

Would you like your book to make headlines?

Every writer would—headline publicity frequently means recognition and sales that routine publication can't give you. Exposition Press has published more headline books than any other subsidy publisher. Here are three instances from our files. There are many more.

HOW A PROMINENT ACTOR, A GLAMOROUS ENTERTAINER AND A U.S. SENATOR
FIGURED IN THE PROMOTION CAMPAIGNS OF THREE EXPOSITION BOOKS...



CHARLTON HESTON, the celebrated star of motion pictures, radio and television, is seen here with James Kepler, author of *The Jordan Beachhead*, while the actor's wife proudly displays a copy of the book at a gala reception and autograph party in L.A. Mr. Heston gave Exposition his whole-hearted cooperation in the book's headline promotion campaign. He took time off from his own hectic publicity campaign for his latest film, *The Ten Commandments*, to write a foreword to the book and to autograph copies along with the author at this affair (over 500 attended). Mr. Kepler received over \$1,300 in royalties in the first six months, and the *L.A. Herald-Express* hailed his book as "an outstanding and remarkable first novel."

Photo—PHILIP BRAUN STUDIO, LOS ANGELES

WENDY BARRIE, glamorous star of motion pictures, radio and TV, receives a copy of *The Pageant of the Mediterranean* from Edward Uhlan, president of Exposition Press, at a book-christening party aboard the cruiseship *Oslofford*. Our promotion staff arranged one of the most spectacular publication-day book "launchings" in publishing history in honor of author Sheridan Garth. Miss Barrie "launched" the book with the traditional champagne bottle at the press party attended by 70 representatives of N. Y. newspapers, wire services, radio and TV, and transportation officials. National feature stories, followed up by intensive selling, rocketed the book into its 4th edition and its selection by the Travel Book Club



SENATOR EDWARD J. THYE (Minn.), proponent of legislation to establish a National Cemetery at Birch Coulee, site of the Indian Massacre of 1862, receives a copy of a novel based on the bloody event from the author, Dr. Bernard F. Ederer, who donned the garb of a Sioux chief for the occasion in the nation's capital. The author, now a resident of Calif., personally attended autograph parties (with huge turnouts) in Minn., and was interviewed on radio-TV in Minneapolis, L.A. and Baltimore. A "Cavalcade of Books" selection, *Birch Coulee* sales for the first three months amounted to \$600 in author's royalties. The book was recently acclaimed by the *L.A. Herald-Express* as "a first-rate historical novel that is a must for all readers of frontier lore."

Your Manuscript Evaluated Promptly

No matter what type of manuscript you have written, fiction or nonfiction, submit it to us now for a prompt and free editorial report.

NEW BROCHURE—FREE

Read the complete story of 20 years of successful subsidy publishing in our illustrated brochure, *You Can Publish Your Book*. Contains information for writers and details of our subsidy publishing plan. Write for free copy today.

Exposition Press Inc.

Dept. AJ 79 386 Fourth Ave., New York 16, N. Y.
In Calif.: 9172 Sunset Boulevard, Hollywood 46

this magazine, some ten years ago. I've corresponded with her during this period.

Her death was sudden on September 1.

To *A&J* Editor, who brings writers to us that explain each phase of writing, you have lost a marvelous booster; Christian people a wonderful person, who was sincere in her work; her family and friends, a warm, friendly, and understanding person, that can never be replaced.

ELIZABETH BUTTERWORTH

Pell City, Ala.

Susan Brown, for many years an A&J subscriber, was a writer valued not only for her published work but for the great help and stimulation she gave to the younger and less experienced.—Editor.

An Earlier Fiction Reprint

Enjoyed reading your interesting September issue. I have one comment to make concerning Mr. Fontaine's enlightening article, "The Story You Have To Write." In the box, reference was made to the fact that Mr. Fontaine's story, "My Mother's Hands," was the only short story ever reprinted in the *Reader's Digest*.

The story, "Later," by Michael Foster, published in the November (1938) issue of *Cosmopolitan*, was reprinted in a later issue of the *Reader's Digest*. I believe, however, "Later" was reprinted in a condensed form.

RALPH C. MARTIN

Norman, Okla.

Project on Iowa Authors

I am a senior at Grinnell College, majoring in journalism, and I am planning an honors project during the course of which I hope to visit, either personally or by letter, Iowa authors of children's literature.

I would be interested in hearing from any such writers, or anyone who is able to suggest names of authors I might contact.

Box 402
Grinnell College
Grinnell, Iowa

LOUISE HOWE

SELLING YOUR MSS. IN 1958

What sorts of manuscripts will editors be seeking in 1958? What are your opportunities to fill these needs?

The January *Author & Journalist* will give you answers to these important questions. This will be the 1958 Forecast Issue with reports from leading editors, a survey of the current publishing situation, and the semi-annual Handy Market List brought right up to the minute with many changes and additions of new magazines.

In addition there'll be outstanding articles by professionals, reviews of new books for writers, announcements of contests and awards, and the other features that make *A&J* a must for the writer.

Don't miss this or subsequent issues. If you're not now a subscriber, use the handy subscription order form on Page 31.

EXPERT AND SYMPATHETIC PROFESSIONAL HELP . . .

If YOU need help with your writing, send a manuscript along with the proper appraisal fee, and we shall advise the kind of help which should profit you most; and the cost thereof. Or write for my free brochure *OPEN YOUR DOOR TO LITERARY SUCCESS*.

APPRAISAL FEES: \$5.00 for ms. to 10,000 words; \$10.00 for ms. to 25,000 words; \$15.00 per book ms.; \$10.00 per play.

WE SERVE YOU in various ways; by appraisal; criticism; coaching; revision; ghost-writing; and by marketing.

CONSULTATIONS \$5 Phone REpublic 1-6780

MODERN WRITERS, my world famous book, \$1.50, or FREE, if you submit a book or play.



TALENT QUIZ, 50c, or FREE, if you submit a short ms.
Mail or express your manuscript NOW, to:

MARY KAY TENNISON

Authors Agent & Counsellor

1658 So. Normandie

Los Angeles 6, Calif.

Contests and Awards

Dramatists' Alliance, association encouraging the new playwright through annual awards, will again hold three competitions: the Thomas Wood Stevens Awards (\$100 and recommendation for production) for serious drama; the Etherage Award (\$100 and recommendation for production) for full-length comedy; the Stephen Vincent Benét Award (\$50 and recommendation for production) for short plays suitable for television.

Closing date, March 17, 1958. Registration sheets are now available from Dramatists' Alliance, Stanford, Calif.

- A&J -

The Literature Group of the Minnesota Statehood Centennial Commission offers an award of \$1,000 for the volume by a Minnesota author which in the opinion of the judges is the most distinguished contribution to American letters. It is open to fiction, non-fiction, and poetry.

Books submitted must be published between May 1, 1957, and May 1, 1958. They must be by natives, residents, or former residents of Minnesota.

Address: Literature Group, Committee on the Arts, Minnesota Statehood Centennial Commission, 1958 University Ave., St. Paul 4, Minn.

- A&J -

The Diablo Valley Branch of the National League of American Pen Women offers the Hazel Schreiber Holmes Memorial Poetry Award of \$25. Poems may be in any style or form up to 42 lines and must be on nature or humanitarian themes. The contest is restricted to residents of California.

Closing date, December 31. Send two original copies of poems with a sealed envelope containing the author's name and address to Sarah Hammond Kelley, 1885 Alcatraz Ave., Berkeley 3, Calif. No submissions will be returned.

- A&J -

The Sidney Hillman Foundation, 15 Union Square, New York 3, awards annually prizes of \$500 each for outstanding contributions to the ideals held by Sidney Hillman—protection of civil liberties, improved race relations, a strengthened labor movement, the advancement of social welfare, greater world understanding, etc.

Submissions may include book, magazine or newspaper contributions, radio, television, motion picture scripts, stage plays. All must have been published or, if dramatic, have been produced under professional auspices, in the year 1957. No unpublished material is considered.

Closing date, February 1, 1958.

- A&J -

The Follett Beginning-to-Read Award of \$2,000 is presented annually to the author of the best book of this type entered in the competition. Readability and interest for beginning readers in the first, second, and third grades are the two criteria by which books are judged. A beginning-to-read book must be interesting, enjoyable, and readable by the children for whom it is intended. Books to be read aloud by parents or teachers, or mere vocabulary exercises with a slight narrative framework, are not considered.

Recognizing the unfilled need for materials of this type, the Follett Publishing Company established the \$2,000 Beginning-to-Read Award to

MONEY TALKS!

Here's \$8,000 Talking!

"Never Again Will I Be Skeptical ... PROFESSIONAL WRITING CAN BE TAUGHT BY MAIL!"

writes writing award winner J. E. Logan, of Michigan, who has good reason to know—because as he says: "For about seven years, I have been entering writing contests with regularity and persistence. I knew that I needed to learn how to write in a professional manner ... by using the methods and techniques recommended by the New York School of Writing I recently won the largest award of my writing career—a prize worth about \$8,000. NEVER AGAIN WILL I BE SKEPTICAL OF THE STATEMENT THAT PROFESSIONAL WRITING CAN BE TAUGHT BY MAIL."

Five Sales in Fourteen Months!

Another N.Y.S. student, James Harsh of Manhattan Beach, California, wrote: "I think my five sales totaling around \$1,300 speak well for your course. The instruction and the encouragement kept me going when I had just about given up. A new writer needs this help but, above all, he needs honest appraisal of his work. I've gotten all this from your course."

Professional Writers and Editors Guide You Every Step of the Way

These are just two of the hundreds of young writers who have learned to write the famous N.Y.S. way ... learned through the expert guidance of active writers and editors such as Henry Kane, Stanley Ellin and others.

FREE! "Writing For a Profitable Career"

If you're interested in writing—either as a side line or as a career—you owe it to yourself to at least investigate the amazingly effective and practical methods taught by the New York School of Writing. No cost or obligation, of course. Simply fill out and return the coupon below.

THE NEW YORK SCHOOL OF WRITING

Dept. 254, 2 East 45th Street, New York 17, New York

Send me, at no obligation, your free booklet, "WRITING FOR A PROFITABLE CAREER."

Name _____

Address _____

City _____

Zone _____

State _____

Licensed by the state of New York

(This inquiry is confidential. No salesman will call)

encourage experienced authors, as well as teachers, librarians, and parents, to turn their attention to beginning-to-read books.

The 1958 Award competition is now in progress. Entries close December 31, 1957. Entry forms and information can be obtained from the Follett Beginning-to-Read Award, 1010 West Washington Boulevard, Chicago 7, Illinois.

—A&J—

In writing to the sponsors of any contest, an inquirer should always enclose a self-addressed, stamped envelope, preferably No. 10 in size.

Books for Writers

In this department are reviews of new books of special interest to writers. As a service to its readers, Author & Journalist will supply any of these books at the published price postpaid. Send order with remittance to Author & Journalist, 1313 National Bank of Topeka Building, Topeka, Kansas.

THE BOOK OF UNUSUAL QUOTATIONS, by Rudolf Flesch. Harper & Brothers. 348 pages. \$3.95.

The author of *The Art of Readable Writing* and *Why Johnny Can't Read* has produced a collection of quotations full of wit and sparkle. While the selections go back as far as 600 B. C., they don't include the old maxims and ancient dull verse that fill many such books. In fact, the average reader is likely to find a vast number of sentences he never read before. A large proportion are modern, many contemporary.

Doctor Flesch emphasizes the paradox, the semi-paradox, and the oddity. Examples of his unusual quotations: "The safest way to double your money is to fold it over once and put it in your pocket" (Kin Hubbard). "The difference between the right word and the almost right word is the difference between lightning and the lightning bug" (Mark Twain). "Books with striking and ingenious titles are seldom worth reading" (G. C. Lichtenberg). "Injustice is relatively easy to bear; what stings is justice" (H. L. Mencken).

Anyone can spend a delightful hour reading at random in this book. Many of the quotations will stimulate a writer to think and analyze. Of course the collection will be a boon to speakers.

TELEVISION WRITING AND SELLING, by Edward Barry Roberts. New Revised Edition. The Writer, Inc. 522 pages. \$6.50.

A complete revision of a standard book on TV by the playwright, producer, and present manager of the story department of the Columbia Broadcasting System.

The book is an up-to-date discussion of this specialized field, from choice of subject matter to actual production. Time, technique, musicals, commercials, settings and special effects, camera directions, are covered in detail. Even the documentary play is treated.

Complete scripts of a number of television plays—hour, half-hour, and 15-minute—are presented with thorough analyses.

An essential book for the writer who is feeling his way in TV.

WANTED: SCIENCE WRITER-EDITOR

If you have talent for creative writing and also skill in exposition . . . imagination and also analytical ability . . . appreciation for art and also interest in science—then we'd like to hear from you. We have several openings for science writers in the research division of our well-known pharmaceutical company. These jobs involve:

- **Analyzing medical data**
- **Editing medical papers**
- **Planning and writing copy for scientific exhibits**
- **Occasionally contacting physicians**

Experience in this type of work is not necessary but we prefer someone who has written fiction or non-fiction for pay, and who can prepare rough diagrams and layouts.

Excellent pay and chances for advancement.

Send résumé of qualifications to Box 105, c/o Author & Journalist, 1313 National Bank of Topeka Building, Topeka, Kansas.

THE NATURE OF CREATIVE THINKING, by Fred Olsen and Others.. New York University Press. 80 pages. \$3.

This is a symposium by distinguished figures in business, science, and the arts, under the auspices of the Industrial Research Institute.

Unquestionably the whole represents the best analysis of creativity ever published. The keynote is in statements by philosopher F. S. C. Northrup: "Nobody is a creative thinker unless continuously he has a thorn in his flesh; that is, unless he is disturbed by something." "There is no creative thinking that is not imaginative thinking."

Writers will perhaps be most interested in the sections on painting, music, and poetry, but they will find significant the reiterated fact that the creative process in science and in business differs from that in the arts only in detail and expression.

The book demands close study, which will be well repaid for the writer who takes literature seriously.

POLICE REPORTER, by Ted Prager. Duell, Sloan and Pearce. 220 pages. \$3.50.

A zestful book of experiences by one of the best of crime reporters—Ted Prager of the New York *Daily News*. It reads more entertainingly than most fiction and will be devoured eagerly by newspaper people and folks who want to be newspaper people.

For its vigor it may well be studied by any fact writer who wants to interest readers. It has another specific value: emphasis on having the friendship and confidence of men and women in a position to give the writer leads. That is as useful to a magazine writer as to a newspaperman.

THE FRONTIER MIND, by Arthur K. Moore. University of Kentucky Press. 280 pages. \$5.

Analyzing the Kentucky frontiersman as typical, Doctor Moore finds him not the benevolent, naturally cultivated "child of nature," but an eyegouging "alligator-horse" anti-intellectual and prone to sectarianism and materialism. An excellent source book for writers who want to deal with the frontier realistically.



DECEMBER, 1957

Sell the Scripts You Write!

WE SHOW YOU HOW

This most modern teaching method makes it possible for you to write more easily, joyously, in the full confidence that you are becoming a better writer. PRACTICAL MAGAZINE WRITING is the new, totally different way of stimulating and developing writing ability. You are helped to know exactly the kind of professional writing you can do best, and then to write articles, stories, verse, TV plays, etc., according to your aptitude. This is the sure way to write for pay . . . to express yourself with freshness and vitality . . . the qualities editors want.

As never before, you will discover new usable ideas. You will **write** instead of dream about it. And amazingly, you will find more energy for writing. Progress will be much easier.

Sales Result From Encouragement

"This is a good time to say thank you. I took your course a few years ago and as a result of your encouragement and help I've sold to *Calling All Girls*, *Humpty Dumpty*, *Junior Life*, *Stories for Children* and many others. I have a column in a *Ft. Morgan* paper now."—Blanche Boshinski, Denver, Colo.

FREE

Get **EVERYTHING** you ever wanted from a course. Send today for the free booklet, "The Way Past the Editor," that tells you about this new plan.

Use This Convenient Coupon

The Simplified Training Course
1817 Gilpin St., Denver 18, Colo.

Please send me the free booklet; no cost or obligation.

Name _____

Address _____

City _____ Zone _____ State _____

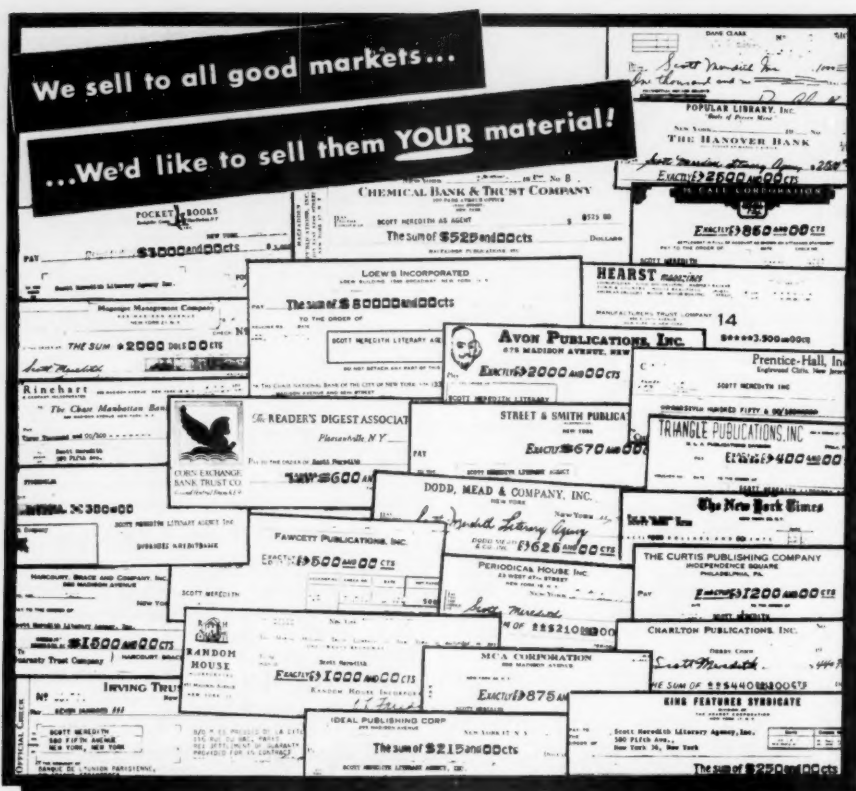
YOUR MARKETING—

needs the boost of this 84-page book "FIRST HUNDRED REJECTIONS ARE HARDEST." Highly interesting, GORDON CHASE unloads his perpetual writing experiences, and shows how you can avoid stacks of similar disappointments. Teeming with information invaluable in your writing career. Your Christmas dish to flavor your efforts for a long time to come.

\$1.00 FAIRMOUNT PRESS \$1.00

Signal Mountain

Tennessee



SMLA sells over 6,000 scripts yearly. Some typical checks for sales in various fields are shown above.

SERVICE: If your material is salable, we'll sell it to the best possible markets at best possible rates, and cover sale of additional rights throughout the world. If your material is unsalable as it stands but can be repaired, we'll give you detail-by-detail advice on how to repair it, so that you may, without additional charge, return it to us for sale. And if your material is completely unsalable, we'll tell you why, and give you specific advice on how to avoid those errors in future material. We report within two weeks.

TERMS: PROFESSIONALS. If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

NEWCOMERS: As recompense for working with beginners or newer writers until you begin to earn your keep through sales, our fee, which should accompany material, is five dollars per script for scripts up to 5,000 words, one dollar per thousand words for additional thousands and final fraction (for example, seven dollars for a script of 6,895 words). \$25 for books of all lengths up to 150,000 words, \$50 for books over 150,000 words; \$5 for 15-minute television or radio scripts, \$10 for half-hour scripts, \$15 for one-hour scripts; information on stage, syndicate, and other types of material on request. We drop all fees after we make several sales for new clients. A stamped, self-addressed envelope, please, with all manuscripts.

Scott Meredith Literary Agency, Inc., 580 Fifth Avenue, N.Y. 36

Comment on Scott Meredith's best-selling book, **WRITING TO SELL:**

"... A man whose business is selling the literary efforts of other writers should finally come to know what makes a story tick. Scott Meredith is such a man, one of the more outstanding of New York's literary agents. His book has very little of the theorizing which often proves quite worthless, but is instead crammed with practical techniques which will prove invaluable to the beginner. And, we might add, it would not hurt some of the old-timers to take a look at it, either..."

—Minneapolis Tribune

Order **your** copy from your local bookseller, or directly from the publishers, Harper and Brothers, 49 East 33rd St., New York 16. \$3.00.

HOW and WHY Fiction Changes

By AUGUST DERLETH

JUST as change is the order of life, so change in reader tastes, in editorial references, in techniques is to be expected in the domain of fiction—both for magazine markets and in the book publishing world. The writer—be he beginner or established professional—who cannot accommodate himself to change is on the way to becoming a has-been. But the professional writer need never become outdated; it takes only a little effort and the sincere will to do to keep him selling. The writer who has learned the habit of writing and is accustomed to working in his craft ought to have little difficulty adjusting to changes as they become manifest in the markets.

Surprisingly, though—perhaps because the work of certain writers of the past is emphasized in secondary schools and colleges—many beginners in fiction make a purposeful attempt to write in the manner of novelists and short story writers of a bygone day. They imitate the tight story form of O. Henry, or the dialect story so popular at the turn of the century, or the prolixity of Poe, or the all-dialogue tale à la Hemingway, etc., without realizing that the public taste for such tales, and the editorial inclination to buy them have both undergone enough alteration to make even reasonably good imitations difficult to sell.

August Derleth, who has appeared often in Author & Journalist, is probably the most versatile of successful American writers. His work includes biography, juveniles, poetry, and fiction in a wide variety of genres. He has appeared in American and European magazines of many types. Already author of around 100 published books, he will have in the coming months three new titles—The House on the Mound, an historical novel that is a sequel to Bright Journey; The Moon-Tender, a novel for "boys from 15 to 85"; and The Mask of Cthulhu, a collection of novellas.

Essentially, of course, the materials, the themes, the plots of new fiction are the same. Style and technique change. Of course there are such marked variations as the supposedly "significant incident" stories featured in the *New Yorker*, most of which are hardly stories at all within the meaning of the word, and far too many of which are characterized by a deficiency of ordinary sentiment, resulting in characters about whose welfare or tribulations the average reader cares nothing.

In order to inform himself in matters of changing technique, the writer need only study his markets. Supposing, however, that he wishes to survey the entire field of fiction in the magazines, he could learn a great deal by a study of the annual collections of the best short stories—*The Best American Short Stories*, edited by Martha Foley, and published every year by Houghton Mifflin Company, and *Prize Stories: The O. Henry Awards*, edited by Paul Engle, and published annually by Doubleday & Company.

I have found these two volumes instructive. I have a complete file of the latter, and I have had the former every year since sometime in the late teens. I have found them to cross-section the better short story markets in a most informative way—new themes, new techniques, and trends invariably show up in these annuals. By supplementing these annuals with reading in various pulp and other magazines, a writer could come to a thorough understanding of new directions in fiction within a relatively short time.

Fiction is actually in constant flux. Trends appear and die out. Or they grow and gradually permeate various levels of publication. Some years ago, for instance, a spate of stories about children and the world of childhood—with a psychiatric slant apart from the bucolic reminiscences of two and three decades ago—achieved wide publication, and were well represented in the short story annuals. The trend mushroomed

up into a definite genre, then receded, all within a period of five years.

For another example, the common Western story developed in depth—a development which is also manifest on the screen, where the old formula of hero, villain, and heroine has grown more subtle and meaningful. The good Western story of today is no longer just a chase for the girl against a multitude of the customary odds. See, for example, the stories of Jack Schaefer, whose *Shane* started a trend both in books and on the screen.

A current trend is the return of humor to American fiction. A decade ago humor was so absent from contemporary fiction that editors actually had to call for it. Even so, the lack of response was astonishing. Charles Angoff, then editing the *American Mercury* (now, with Clarence Decker, editing the *Literary Review*), set forth in his magazine the need for stories rich in humor, and received surprisingly few in submission, and even fewer suitable for publication in the magazine. Now, after an absence of far too many years, the trend back to comedy in American fiction has set in; comedy, that is, which grows out of ordinary human situations, as apart from slapstick and broad farce.

The writer who does not keep his finger on the pulse of the market is likely to find himself high and dry some day. Not that styles in fiction change fast; on the whole, they do not. Change is a continuing process; it goes on all the time, a little here, a little there, sometimes so subtly as to be hardly apparent, until a complete alteration has been brought about. It may happen in any given market in a period as short as a year. It can happen virtually overnight when a new editor takes over, as, for instance, at *Redbook* not long ago, when the then editor, Edwin Balmer, moved up and a new editor took over. Almost at once—allowing for a backlog of already purchased stories—the magazine began to feature stories about the problems of young married people, instead of covering the entire range of life, as it had previously done. It took a little time for its contributors to adjust to this sudden change.

Factors other than readers' tastes may as readily affect the picture not only in fiction but in all forms of writing. In recent years, something of the graciousness has gone out of much fiction; prolixity is not condoned very much today, and the terse, action-filled story is very much in demand. This is rather more largely because the great rise in production costs makes space precious than because there has been any marked demand among readers for this type of fiction.

ANY national upheaval—like a war; any national problem—like desegregation—can create a demand for fiction related to current events. This is especially true of the magazine markets, which often pace the book publishers, for book publishers can afford to eschew immediacy because they can publish for different segments of the public. The latter are thus able to bring out a book with immediate application to events at the same time they may produce a leisurely novel of bygone days or a rental library romance, one kind of fare which has not undergone a strong-lined change since the days of Ruby M. Ayres, Maysie Greig, and Kathleen Norris.

In reality, there is no type of fiction which is today the same as it was, say, only a quarter of a century ago. That was the period of marked change, following the upheaval in American fiction which succeeded naturalism and realism, which reached its initial peak early in the 1920's.

Consider, for example, the detective story, which by that time had made a significant change from the typical British form, the story of deduction, to the hardboiled tale inaugurated by the Sam Spade stories of Dashiell Hammett. The deductive tale, modified into a story of quasi-deduction, had developed along the lines of the Ellery Queen novels and shorter pieces, but the story of fast detective action was rapidly moving toward prominence, going from Hammett to Chandler and reaching its epitome in the violent and popular, if inferior, stories of Mickey Spillane.

But the retreat from Spillane is now well marked. The psychological suspense novel is now tremendously popular. There is even a greater tolerance among editors for the once scorned deductive story, though the preferred detective story in the better markets today is one in which crime is an integral part of the development of character, and the detection, often, is a secondary matter, and so treated.

A study of virtually any market will indicate that spareness and simplicity are the keynotes in today's fiction. A story's significance, the point of a tale, a character—all emerge more effectively from a stark background, unclouded with verbiage. Only a few decades ago, it was fashionable to use a wide variety of verbs, all of which meant "said," to get away from the "he said, she said" story. Hemingway changed all that. His terse, clipped dialogue, with only a modicum of "he said's" set the pattern for fiction for a good two decades, and imitations of Hemingway—though in much diminished numbers—are still being written and published today.

This change, like most others, is the product of our advancing civilization. Just as our progressive technological growth has brought about a new and wider interest in such a comparatively minor branch of fantasy as science fiction—which in itself has changed in two decades from a primary concern with gadgetry and space opera to social studies and "psionics,"—so the advance of our civilization on other fronts has broadened the horizons of millions of readers, who are numerically greater now than they were 25 years ago. They respond as quickly to the paperback books now widely distributed as the previous generations responded, respectively, to the pulp magazines and the dime novel.

It is a common complaint that people today live faster than they did a generation ago; leisureliness has gone out of American living, and even the little that is left is very likely to be gone in another generation or two, as population continues to grow and our country becomes more crowded. With time pressing in upon him, the average American reader is impatient with long-windedness; he wants his fiction to move, to get somewhere, to resolve problems without the agonizing self-scrutiny which filled many short stories and novels only a decade past. The advancing pace of living in America is reflected in the magazines, in the crowding out of fiction by articles, by how-to-do-it pieces, and such. [Continued on page 17]

A New Slant on Old Counsel

By J. CHARLES DAVIS, 2ND

WHEN the guest speaker had finished talking to the class in creative writing and announced he would be glad to answer any questions, the inevitable hands went up and the inevitable question came:

"What shall I write about?"

It brought the inevitable answer;

"Write about something you know the most about."

Now this, as every successful writer knows, is sound advice, advice given by every sincere author to aspiring hopefuls. But it is always advice that fails to intrigue the wouldbe writer.

One of them voiced what I am sure was in the minds of all of them.

"I don't know anything special about anything. I lead an ordinary life. Nothing ever happens to me. I want to write about something exciting."

That meant love, adventure, romance, distant places, anything except the dull, routine everyday life they lead.

The student thinks the speaker means to write of your job in the five-and-dime or at the factory, or whatever, and sees nothing promising in that. He, or she, takes the speaker literally and misses the point.

When I give this advice I am careful to explain what I mean and I have found it works. Perhaps expanding the subject may be helpful to others who have not grasped the idea behind the advice.

What every successful writer must know above everything else is people. What makes them tick. Why they love, hate, marry, and do all the fine and all the crazy things we all do at times. To make those characters on your typed pages real you must place them in an environment you know a lot about.

The job a person has or the locale of the story is relatively unimportant to most plots. I except the plot which hinges on some special job, of course. But boy meets girl, loves her, loses her, wins her. Basic: Where does it happen? Who cares?

If the writer lays his plot in surroundings with which he is thoroughly familiar he stands a much better chance writing a yarn that will get the editorial nod because his story rings true. *He knows what he is writing about.*

If he puts his characters in some romantic place he dreams up, the work may well become stiff, bogged down with unsureness. He may have read a lot of travel books, boned up on the locale, habit, and customs of the natives, but his work will still probably lack that touch of sureness, the little intimate details it would carry if he were writing about a location or business he knew all about.

If the author works in a five-and-dime and places his characters there, he can have every last detail perfect so that the reader will say, "That guy knows what he is writing about."

I know very little about the operation of five-and-dime stores; what goes on behind the scenes,

how the clerks and management work, and under what conditions. If I were going to lay the scene of my book in a five-and-dime store I'd get a job in one and work there long enough so that I could write with sureness about every last detail. See what I mean?

No matter where you live, big city or small town, you have the same opportunity, the same scope for your plots. *What* your people do, think, and say is what counts, not *where*.

Don't tell me nothing ever happens in your town, because I know different. You think nothing happens because you can't see the forest for the trees. You get up in the morning, grab a bite to eat, rush to work, taking the same route day after day. You punch the time clock and do your work until lunch time, when you eat the lunch you've packed or go to the quick-and-dirty around the corner. Back for another whirl at the job, then home, a movie, TV, or fighting the typewriter, then to bed and the next day, same thing all over again. So nothing ever happens where you live.

Your town, every town, has its good and its bad side. Its churches and its houses of prostitution ("nice" people won't admit it, but it is true), its gin mills, pool halls, cheap gamblers, shady characters. . . . Your town is a little world all by itself.

People love and hate there, cheat, lie, steal. Men seduce girls. Wives betray their husbands. There are also honest, decent people—people who sacrifice their lives for others. All this is all around you, no matter where you are.

Every writer knows there are only so many plots; so many dramatic situations. We move our characters into modern surroundings. Instead of the horse and buggy we use the sports car or the jet plane. Atomic weapons take the place of how and arrow. Our heroine wears a Bikini instead of a Mother Hubbard (much nicer, too) but the same fundamental love, lust, hate, passion, greed, loyalty, fear, trust, and all the rest that motivated our forebears motivate people today.

Take some men and some women, put them on a desert island, in a big city, or in your town and they'll act the same. They'll be a lot more believable if you put them in surroundings that you know and can write about so that you will make the reader feel he knows those places as well as you do.

Put your characters in a locale with which you are familiar and your story will ring true. Put them in far-off Samoa, and, unless you *know* Samoa, chances are they'll be wooden and unreal.

A lot of famous authors became rich by writing about what they knew, where they lived. Think of the successful books of recent years, and even the most modern ones, and you'll see what I mean: *Main Street*, *Peyton Place*, *The Hucksters*, *The Egg and I*. The list is endless. There is nothing to stop you . . . except yourself.

How to Give Your Pictures Appeal

By TOWNSEND GODSEY

ANY writer called upon to supply pictures with his text knows that words in the form of captions or text blocks are necessary for making the sale. And he soon learns that some publications pay almost as much for adequate text blocks and captions as they do for the photographs. Many give a larger byline to the text block writer and bury photographers' credit lines in the back of the book or set them in small type in an obscure corner of the layout. That's why the professional who wants both cash and credit works as diligently at perfecting caption writing as he does at text writing.

Theoretically a picture can contain its total communication. Idea, spatial relationships of objects, significant symbols, signs and other "caption" material may be shown within a photograph. Wordless pictures, however, too often tell what is already familiar to the reader. They do not always give the reader new information or even adequate understanding of the subject. Except for rare examples, a complete photojournalistic communication requires the meaningful coalition of its two entirely different units—picture and words.

Unity of meaning in even the simplest picture and its caption is your aim. The picture should tell the story in its essential visual details and, with words tied in with contemporary life and thought, accurately identify people, places, and things. This pleases both your editor and your reader.

Each unit of the photojournalist's communication—that is, each picture with its accompanying caption—can convey fact and feeling if the total unit shows substance, activity, relationship, and quality.

These four aids to greater meaning, as suggested by the philosopher Shankara, can be explained thus:

Substance—as shown by a picture, for example, of a mother; *activity*—as shown by a mother reading; *relationship*—as shown by a mother reading to a child; *quality*—as shown by an old mother reading to a child.

In the first instance, a photograph would show a woman and your caption would give her name and identify her as a mother. If she were seen reading it would not be necessary for the caption to describe what she is doing—the activity is shown. If the picture shows a woman reading to a child, some of the relationship is implied but it might be necessary for your caption to identify the child as well as the woman. But your communication has taken on added connotation just as it does when the element of quality is present as when an old woman is shown reading to a child. Grey hair and wrinkles, for instance, tell us that the woman is old—probably a grandmother—but not specifically a grandmother nor specifically the child's own

grandmother. The caption must tell this just as it must give the grandmother's age if that information is essential to the communication.

When looking at a photograph preparatory to writing captions ask yourself: What's this picture all about? What's the idea I want to get across to the reader? Of course, the idea will be determined by the contents of the picture but often your words will provide your reader with a convenient point of departure into the picture.

Write direct to your reader using past or present tense according to the policy of the publication for which you are writing. If you are freelancing give your material a feeling of *nowness* by using the present tense. Even strive to give the impression of the present in second day news pictures or other past tense action.

Usually it is unnecessary to duplicate in the caption what the picture plainly shows unless there is something within the picture area to which you need to refer specifically. Most people read pictures as superficially as they read text and unless you point out special features or details within a picture they sometimes may miss part of what you are trying to communicate.

But avoid the trite phrase, "This picture shows." And remember to tell your reader what the picture does not show, thus hinting at what he can read into it for himself. Then, if your caption is subtle enough you'll permit him to think that in your picture he has discovered something for himself. For instance, with a picture of jets flying in close formation:

Flying close requires cool, keen pilots who are picked not by high Navy officers but by Blue Angel pilots themselves. In performing intricate maneuvers the vapor trails of their jets make paths visible to thousands of spectators below.

Every word in a caption is important, the first word especially so. Avoid starting with an article. *The, an, a* excite no one to read. Likewise, a name seldom makes a good beginning but a news or feature word full of impact is effective at the beginning of the opening sentence. Get the news or feature of the picture into the first sentence of the caption and you provide a good springboard for your reader to dive into your communication.

Examples of caption beginnings from a recent issue of Chevrolet's *Friends Magazine* (a prestige magazine award winner):

Gathering flowers in her garden . . .
Writing fluently . . .
Browsing in her library . . .
Directing golfer to ball . . .
Ready to pull pin . . .
Ocean breakers surging . . .
Logging has been a major industry . . .

Use adjectives and adverbs, for they help sharp-

AUTHOR & JOURNALIST

en up the nouns or verbs they modify. And adverbs help answer the questions how, when, why, how much, and in what direction.

Strive for sound, rhythm and tonal color in words as you strive for sensory impressions. Put color, feeling, action into the sentences. In addition to denotative words also use the connotative words—fact and feeling.

Words must fit the specific subject of your picture. Each trade, sport, profession, business, or hobby has its own jargon and characteristic visual symbols with which you must be familiar. Use these where they fit and help convey meaning.

Avoid the excessive use of conjunctions and prepositions. Better break sentences and keep them short for easy reading. Write in short terse sentences with almost the economy of a telegram—a telegram for which you are paying. Keep the communication simple. If you can say it with words which children can read most adult readers will also be able to understand.

Ordinarily you should keep captions brief. However, if you cannot be easily reached by the editor who has your copy, make certain there is adequate information in your captions and in explanatory notes even if you must write 500 words. An editor can delete extra words from your copy but can't write in what he doesn't know. Allow him no excuse for rejecting your material because your total communication is not adequate.

Here is an example of a caption for a news photo:

ACCIDENT VICTIM receives medical aid from State Trooper who sought to warn him of a dangerous highway. J. T. Malone, 16 South Oaks Street, Omaha, Nebr., was injured seriously when the car he was driving struck a soft shoulder and overturned on U. S. Highway 40 near Midway. The injured man, who had sped past the trooper's warning signal, credits Trooper Barnes's first aid treatment with saving his life.

Here's an example of a caption for a feature picture accompanying a text piece:

MANEUVERED to boat, the fighting gar churns the water, still strong after almost half an hour of battling the hook.

Edit each caption carefully. Check spelling, identification of individuals, objects, titles. If there are many faces in the picture, double-check information. Libel can arise from seemingly simple errors or carelessness. It can come from mistaken identity or just poor caption writing.

Do the captions explain and direct your reader's attention to special things worth noting and add meaning to your picture? Do they give descriptions and data not obvious in the picture? In case of captions for a picture sequence, do they keep the story line progressing logically?

If your edited copy looks dirty, retype it. If it fails to excite you, rewrite it. Why be one of those persons who spend hours getting pictures and more time writing, editing, and copying an article, then carelessly dash off captions without carefully checking or editing—and wonder why they didn't make a sale?

Make a file carbon of your final corrected draft of captions. This can later be used to check the editorial handling after your picture and caption appear in print. It can also be a time saver if you later want to place your material elsewhere.

Check to see that you have included the who, how, what, when, where, why.

THE TEXT BLOCK

Captioned sequences and feature pictures, if not accompanied by comprehensive text, should carry with them material for a text block. This is a capsule feature that will probably be rewritten to fit space requirements but nevertheless needs your most careful and concise writing. It should stand on its own in feature interest without the accompanying photographs yet at the same time make the reader want to examine all the pictures carefully.

Usually 300-500 well-written and carefully edited words are sufficient for a text block. Note how the following example of a text block begins with the general and moves to the specific. This is an especially effective way of handling a text block intended for a nationally circulated publication.

Country Boy

On summer days his is a world of limitless outdoor adventure.

The country boy is an independent, self-reliant creature. More often than not, he lives miles from a sizable town. He has few companions, yet he's never lonely. In summer, when school is out, he has only a few chores to do and the rest of the day is his to roam the river bottoms or just lie in a hilltop clover patch and watch the clouds scudding by. He can fish, swim, pick wild berries, do whatever he pleases—like Earl Haggard (shown on these pages) who lives on a farm in southern Missouri.

These were the accompanying captions which more specifically related the pictures into a sequence:

1. Chopping wood is a morning chore for the country boy. He helps with the milking, hoes the sweet potato patch. Once his chores are done, he's free.
2. Feeding the chicks is fun, not work. They're pets, and he can play at his task of giving them their helping of corn, home grown, and ground on the farm's hand mill.
3. Watching for a squirrel, he waits under a tree down near the creek bottoms. He's learned it's best to just sit quiet and let the game come to him.
4. Balancing on log beams of a tumble-down barn, he performs daring acrobatics, then climbs high to the roof to survey the countryside and laze in the sun.
5. Washing up for dinner (a glance at the noonday sun tells him it's time) he splashes in a basin of cool water drawn fresh from the well—carefully avoiding the soap.
6. Roasting ears are the fare for dinner, along with cabbage, corn bread, strawberry sauce. While he fills up he thinks about the long afternoon ahead.
7. Examining his collection of Indian relics (axe head is his prize) keeps him busy an hour, reminds him it is a fine day to explore the river bottoms.
8. Swimming comes next just naturally, now he's down on the river. If he wants company to splash with, there's always his dog Shep, who'll come paddling out when he whistles.
9. Fishing in a quiet stream, he decides, is better than exploring, so he gets himself some worms for bait, borrows the family rowboat and goes after a mess of perch.
10. Loafing under a shady tree in the dooryard as the sun begins to go down, he and Shep rough it up together for awhile—sometimes both of them take a cat nap—until it's time for supper.

Text block copy, like captions, deserves continued rewriting until it is as good as the pictures. This is the only sure, professional way that gets you both the cash and the credit lines.

From Editors' Desks to You

Frank R. Gould, editor of *True Romance* and *True Experience*, is in the market for more stories of 4,000-5,000 words. Payment is approximately 6c a word on acceptance.

Mr. Gould makes these suggestions:

We believe you can produce stories of such length and still include all the realistic values we are after. Concentrate on building toward three big scenes and a final strong climax.

This does not mean we no longer need 6,000-10,000-word stories. It means we are opening up a fairly large market for the shorter story and are ready to pay good rates.

I will be glad to work with you on any plot you submit.

Subjects still should be memorable true experiences and romances; centered around family life, including problems of teens, parents, courtship, health, religion, education.

Address Mr. Gould at Macfadden Publications, 205 E. 42nd St., New York 17.

-A&J-

Life Today, which offered a market for articles on family and community life, has announced temporary suspension. Future plans have not been announced.

-A&J-

The *Locomotive Engineers Journal*, published by the Brotherhood of Locomotive Engineers, 1102 Engineers Building, Cleveland 14, Ohio, is interested in articles and pictures of locomotive engineers at work, profiles of engineers with colorful careers and technical and semitechnical articles about railroad operations and devices that concern the craft. It will pay 4 cents a word, \$10 a photograph. The magazine uses photo-stories as well as lengths of 1,200 to 2,500 words.

Guy L. Brown is editor and manager.

-A&J-

The Zondervan Publishing House, 1415 Lake Drive S.E., Grand Rapids 6, Mich., is seeking devotional programs for women's religious groups. The text of a complete devotional talk of not more than 20 minutes speaking time should be included in the program. Material must have a definite evangelical slant.

While this is announced as a contest, no awards will be given other than payment of 1½c per word on publication. Manuscripts should be submitted by December 31. They will be acknowledged but will not be returned. If a writer does not hear within 90 days after December 31, he may assume that his material is unacceptable and may submit it elsewhere.

-A&J-

Gas Station Garage & Motor Car Dealer, 8217 Beverly Blvd., Los Angeles 48, Calif., is interested in short, pithy articles on how service stations and garages in Western states went about building clienteles, how they merchandise products and services, local success stories in this field, unusual or clever signs. Related humor is acceptable, as are cartoons dealing mostly but not solely with service station attendants or mechanics.

The publication is also looking for correspondents in Oakland-San Francisco, Portland-Seattle, Spokane, Denver, and Salt Lake City.

Queries are suggested in advance of submitting articles. Address Aaron D. Viller, the publisher.

He promises prompt reports and payment on acceptance of suitable manuscripts.

-A&J-

Pictures, long published by the Eastman Kodak Company, 343 State St., Rochester, N. Y., is being discontinued the first of the year and will be replaced by a similar magazine, *Snapshots*. The new magazine will emphasize human interest and close-up shots rather than scenics. Both black and white and color will be used, with payment \$5 up on acceptance.

The editor is Donald C. Silver, manager of the photofinishing advertising division of Eastman.

-A&J-

American Cartagemen, organ of the Local Cartage National Conference, is no longer in the market for freelance contributions. The editorial staff has been enlarged and is now writing the entire magazine.

-A&J-

The *Professional Photographer*, 519 Caxton Bldg., Cleveland 15, Ohio, has now entered its fifty-first year. It offers a good market for articles about professional photographers in all fields. Payment is up to 2c a word on acceptance. Charles Abel, a distinguished photographer and author of books on photography, has been editor since 1914.

-A&J-

Vend, 188 W. Randolph St., Chicago 1, is currently in need of case history articles describing how vending machines serve people on the job in industrial plants and in institutions. This, of course, is a fast growing field.

Payment is 2c a word up, and unusual photos bring \$5 each. Query G. R. Schreiber, the editor, about material.

-A&J-

The *American Horologist and Jeweler*, P. O. Box 7172, Capitol Hill Station, Denver 6, Colo., now confines its articles to technical material suited to the working needs of watchmakers and jewelers. It uses little freelance copy but will consider anything suited to its restricted field. It now accepts no clippings, verse, or cartoons.

Query Orville R. Hagans, the editor, about prospective articles.

-A&J-

Writers interested in both psychology and flowers will be interested in an unusual suggestion by Leo West, editor of *Telegraph Delivery Spirit*, 292 S. La Cienega Blvd., Beverly Hills, Calif.:

There is a growing interest in rediscovering and advancing the psychology of flower arranging, particularly as it reflects increased creativity in the artist through character change in his search for more maturity. For example, *sight* has been identified with *outsight*. Actually *outsight* is only 50% of *sight*. The other 50% is *insight*. Insightfully, the flower has stood for the oneness of life, of hope and despair, of success (Babe Ruth, home-run king, was also strike-out king). The florist is in a powerful position to help make this inner reality an outward reality, in a continuing process. We would be happy to consider an article or two a month in some aspect of this idea for publication.

-A&J-

Babette Rosmond is the new fiction editor of *Seventeen*, teen-age magazine. She is author of five published books and 30 short stories.

AUTHOR & JOURNALIST

Pets Publications, publishers of *Cats Magazine*, has announced a new monthly, *Dog Magazine*, to appear in October, 1958. The editors say of the forthcoming publication:

This is a deviation from most dog magazines as it is slanted to the typical dog owner, not the breeder. We are ready to consider articles, 1,500-2,000 words, on the part dogs have played in history, science, literature, and art; poetry about dogs; pictures of dogs; and a certain amount of fiction but where the dogs must retain their natural characteristics—no anthropomorphisms, please.

Payment for fiction and articles will be 1½¢ a word; poems, 10¢ a line; photographs \$3-\$10. Chosen articles, etc., for the October, November, and December, 1958, issues will be paid for on publication. Later acceptances will be paid for immediately.

Address Amy Lowe, Editor *Dogs Magazine*, 1203 House Building, Pittsburgh 22, Pa.

—A&J—

American Poetry Magazine, which offered publication for quality poetry of all kinds, has ceased publication.

—A&J—

Hifi & Music Review, 1 Park Ave., New York 16, is in the market for articles 1,200-2,500 words, with numerous photographs. Subject matter: use of hi-fi equipment in modern décor; also features on jazz, pop, mood, classical personalities. The magazine uses some fillers and cartoons. It will consider fiction only if it has some very unusual high fidelity angle. Payment is 8¢-12¢ a word, for cartoons \$20-\$35, on acceptance.

Always query before submitting articles. Address the editor, Oliver P. Ferrell.

How and Why Fiction Changes

[Continued from Page 12]

This trend has been halted, however, and there is increasing evidence of a renewed interest in fiction.

It will be instructive for the contemporary writer to examine copies of any magazine, say, for 1920, 1935, and 1955, and to study the changes which have come to pass in the fiction published in the magazine in those various years. The fiction of 1920 is likely to include stories of bucolic comedy, dialect tales—identifiably Negro or Jewish or Irish—and conventional romances; characters are apt to be stock—either all black or all white.

By 1935, the dialect stories will have gone, in all probability; the bucolic comedy will be occurring less often; and the romance will be more realistic, and less conventional.

By 1955 all semblance to the magazine of 1920 will have vanished—no dialect stories, no bucolic comedies for the very simple reason that the country, in 1920 still a predominantly agricultural one, has in the interval become a highly industrialized nation,—and hardly anything that might be classified as conventional romance. Characters, too, are no longer either black or white—most of them are grey, and seen with considerably more understanding and wisdom than were the people who walked through the stories of 1920 in the average magazine of that year.

The perceptive writer will be able to determine for himself the direction of contemporary fiction simply by studying the techniques of stories being

PLACE YOUR AGENT UNDER CLOSE SCRUTINY

All agents advertise to attract writers, but agents differ vastly as to *policy*—about as widely, say, as writers differ in degrees of talent. Speaking for myself, if you have a bad MS. and a lot of money to spend on “editorial assistance,” I do not want to hear from you. If, on the other hand, you have what I will consider a *promising* book, play, story or article, and are broke (as most authors are), we will get along fine. I am forging ahead in this tough agency business without running a fee-trap. What’s a fee-trap? Lures to invest in ghosting-revision services when there is hardly a hope of the MS. ever being made submittable, to say nothing of it being *salable*. But do not beginning writers need help? Yes, frequently a good deal of help. For my one and only (and modest) service charge, I supply all the guidance which might be needed.

If you are serious about tying up with an agent (and this is a step writers are too often careless about), take the time to write me a letter. Ask with which publishers I have placed books. (Readers of *A&J* who have been following my ads know that I cannot go back into the by-gone past because it is only two years since my first book placement appeared). Ask to which magazines I am selling. Ask if, by now, there have been TV and movie sales, foreign publication for my authors. Ask how many writers paid a fee and went on to attain professional status. Ask how many writers are *sticking* with me. Place me as well as any agent you might consider under the closest scrutiny possible. The right agent might well mean the difference between writing success and failure.

ALEX JACKINSON

11 West 42nd Street

New York 36, N. Y.

printed today. And he will be able, by the same method, to keep himself informed, and through that information, be able to keep his hand in.

A writer ought to know his markets at all times. But unhappily many writers concentrate on selling a market, and then assume that they will be able to sell that market from then on, without keeping in touch with what is being printed from issue to issue. Nothing could be more informative, actually, for the writer who is apt to become too sure of his markets, than to read the bylines in types of magazines for 1930 and 1950, and see for himself how few are the names which can be found in 1950 which were common bylines in 1930. Perhaps some of the writers no longer to be found have passed on, but it is safe to guess that many of them simply did not keep up with changing styles and techniques sufficiently to keep selling.

Not all directions are likely to prove lasting,

however. Stories aimed principally at young adults, for example, may exhibit a trend which will last scarcely five years, for, as their readers mature, they tend to discard earlier likes, and a new crop of readers possesses its own likes and dislikes. Such a current direction as Jack Kerouac's "beat generation" fiction, for instance, is entirely apt to be only a flash-in-the-pan, not destined to attract a large following, and even that following very probably limited to little magazine readers and those who are devoted to the eclectic reviews.

Changing styles and techniques—though knowledge of them is vitally necessary to the author's future well-being—still, in final analysis, remain secondary. To have a good story to tell is still primary. Given a good story and a reasonable familiarity with stylistic and technical changes from year to year, the author who has developed the habit of writing is not likely to become dated.

Markets in Business Magazines

BUSINESS publications—sometimes they're called trade journals—are edited to help men and women in specific occupations become more efficient and consequently make more money.

For the most part the business publication wants straightforward reporting based on accurate observation and careful interviews with businessmen. Clear writing in short sentences is essential. Good photographs are usually necessary.

The most popular type of article is the case history. It relates the experience of a man or woman in the industry or business with which the publication deals. The success factors—and the pitfalls—are explained so clearly that anyone in the field can carry out the basic plan.

It is always desirable to query a business editor about an article. It saves time for him—and for the writer. Often the editor, if interested in the suggestion, will give the writer useful hints as to handling the subject.

No writers' magazine has space to list the thousands of business applications. The following list is merely representative. A writer can learn of many others through contact with men in various businesses and industries.

A considerable number of writers make writing for business journals a full-time profession. While rates generally are not high, an extensive clientele will combine to produce a good income. The writer who develops a reputation in this field tends also to be free of rejections.

As usual in *Author & Journalist* market lists, the data in parentheses indicate the frequency of publication and the single copy price; for example, (M-35) means published monthly at 35 cents a copy. *Acc.* means payment on acceptance; *Pub.* payment on publication.

Amusements

Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo. (W) National film weekly with correspondents in principal cities covering news of motion picture industry, theaters and their personnel, legislation affecting motion pictures, construction news, etc. Photographically illustrated features dealing with various phases of theater management. Also articles

on new theater construction, important remodeling jobs, concessions merchandising, theatre (drive-in) merchandising, efficient food preparation, etc. Invites inquiries on articles of this type. Nathan Cohen, Executive Editor. Pub.

Automotive, Bicycles, Etc.

American Bicyclist, 461 Eighth Ave., New York 1. (M-35) Articles about successful bicycle dealers, window and store displays, advertising campaigns, parades, races, safety drives. Items on bicycle stores selling model and hobby supplies or dealers who stock motor bikes, motor scooters, or other sidelines. Photos of interesting events and groups clearly showing bicycles. David K. Silver. 2c, photos \$5-\$15. Pub.

Automotive Chain Store, 11 S. Forge St., Akron 4, Ohio. (M) Business methods of automotive chains that handle automotive accessories, wheel goods, toys, sporting goods, appliances, etc.; successful promotions, merchandising tricks. "Always in the market for articles for our special issues—Christmas Merchandising, Sporting Goods, Toys, etc. These, however, most often have to be written (and photos taken) a year ahead of time. 1957 Christmas displays, for example, to be used in 1958 Christmas issue. We accept (and pay for) these articles when received, hold them for use as necessary." Joseph R. Antenora, Managing Editor. 2c, photos \$4. *Acc.* (within 30 days). Query.

Automotive Retailer, 128 E. 36th St., New York 16. (M) Easy-to-adapt retailing methods in auto supply stores; unusual solutions to store problems. Stories must be about actual store operators. Photos illustrating point of story. 2c, photos \$5. Pub. Query.

The Bicycle Journal, 606 S. Main St., Fort Worth 2, Tex. (M-25) Success stories on bicycle stores, interviews; photos required. Also photos of displays, interior and exterior of bike stores, models on American bikes (up to three photos of each model). Bill Quinn. 1½-2c, photos \$5-\$7. *Acc.*

Brake and Front End Service, 11 S. Forge St., Akron 4, Ohio. (M) Articles of interest to brake and wheel service shops, alignment specialists, "front-end" operators. (Editorial covers brakes, wheels, springs, shock absorbers, steering, wheel alignment and balancing, all "safety" services.) "How-to-sell" articles—how shops promote the sale of their services—brake work, power brakes, shock absorbers, wheel alignment, mufflers, etc. Good photos a "must." Photo-sequence angle always good; step-by-step demonstrations of service, selling, advertising, book-

AUTHOR & JOURNALIST

keeping, hiring-firing, personnel training, shop methods, etc. Hal Kullman, Managing Editor. 2c, photos \$4. Acc. (within 30 days). Query.

Commercial Car Journal, 56th & Chestnut Sts., Philadelphia 39, Pa. (M) Technical articles on truck and bus fleet maintenance, safety programs. Working knowledge of field essential. \$25-\$75 an article; photos \$7.50. Pub. or in advance if delayed. Query.

Diesel Power, 80 Lincoln Ave., Stamford, Conn. (M-35) Articles on maintenance and new developments in diesels and their uses in trucking, construction equipment, municipal and public utility power generation, general industrial use, highway transportation, construction equipment and off-highway vehicles, pipelines and petroleum industry, agricultural, logging, mining, railroad. Photos. Brian P. Emerson. \$15 per page, accompanying photos \$4.50. Pub.

Gas Station, Garage & Motor Car Dealer, 8217 Beverly Blvd., Los Angeles 48, Calif. Brief articles about how garages and service stations in Western states built business; local success stories; unusual signs. Humor. Cartoons. Seeks correspondents in Oakland-San Francisco, Portland-Seattle, Spokane, Denver, Salt Lake City. Aaron D. Viller. Acc. Query.

Motor, 250 W. 55th St., New York 19. (M-50) Articles describing profitable ideas for automobile dealers and garages in selling new and used cars and in merchandising repair service and on management. Photos. Cartoons. Edward Ford, Editor. Payment according to worth, photos \$6. Acc. Query.

Motor Age, 56th & Chestnut Sts., Philadelphia 39, Pa. (M) Service, merchandising, shop kinks, personalities. Photos. Cartoons. Frank P. Tighe. \$35-\$50 per article; photos \$5-\$10. Pub. Query.

Rivers & Harbors, formerly **Motorship**, 80 Lincoln Ave., Stamford, Conn. (M-25) Marine application of diesel power—new construction, conversions, operation, etc., 1,200-2,500. Photos required. James E. Jones. \$10-\$20 per published page, including photos. Pub. Query.

Tire and TBA Review, 11 S. Forge St., Akron 4, Ohio. (M) Business methods of independent tire, battery, accessory dealers, independent oil jobbers, retreaders, vulcanizers. Well-written articles with top-notch photos; photo-sequence articles. Photos of tire shops and tire men. William Whitney, Managing Editor. 2c, photos \$4. Acc. (within 30 days). Query.

Tires—TBA Merchandising, 386 Fourth Ave., New York 16. (M-25) Success stories and small business management, promotions, and merchandising articles about tire, battery, and automotive accessory dealers and service stations with large volume TBA business. Photos. Phil Robinson. \$20 a page including photos. Pub. Query.

Aviation

Aviation Age, 205 E. 42nd St., New York 17. (M-1) Technical articles under 1,500. Exceptional photos. Randolph Hawthorne. Acc. Always query with outline.

Aviation Week, 330 W. 42nd St., New York 18. (W-50) News of important developments in engineering, design, transportation. Features in these fields to 800. Photos. Robert B. Hotz. 3c up, photos \$5 up. Acc. Query.

Beauty

American Hairdresser and Beauty Culture, 20 W. 45th St., New York 36. (M-60) Unusual beauty salon management and selling ideas, preferably in shops of four or fewer operators. No unsolicited material accepted. Clear with editor before submitting. Acc.

Beverages

American Brewer, 202 E. 44th St., New York 17. (M-35) Articles on science of brewing and brewery

management to 1,500. Particularly interested in technical and materials-handling articles specifically for breweries. News of brewing industry. Photos. Rodney Leeds. Articles \$25 up. Pub. Query on articles.

Brewers Digest, 4049 W. Peterson Ave., Chicago 30. (M-35) Articles on technical aspects of brewing, brewery management, advertising and distribution (also on wholesaler operations), but all must relate specifically to beer. Bernard Erf. 2c including photos. Pub. Query.

Liquor Store, 423 E. 54th St., New York 22. Essentially a picture magazine showing how promotions, modernization, etc., pleased customers. Story should be told largely through captions—maximum of 1,200 words of straight text. Frank Haring. 2c, photos \$5 up. Acc. Query.

Southern Beverage Journal, 327 Avenue Alcazar, Coral Gables, Fla. Illustrated case history articles on retail liquor merchandising in Arkansas, Florida, Georgia, Kentucky, Louisiana, South Carolina, Tennessee, Texas. Most material is handled by appointed correspondents. Bernard Hill. 1½c-3c, photos \$3-\$5. Acc.

Boats

Boating Industry, 505 Pleasant St., St. Joseph, Mich. (8 times a yr.) Success stories of boat dealers, 1,000-2,000 words, with photos. News items of the industry, 300-500. Charles A. Jones. 3c-7c. Pub.

Bottling

The American Soft Drink Journal, 316 Peachtree St., N.E., Atlanta, Ga. (M-50) Sales and merchandising in soft drink bottling operations—750-1,000, two or more photos. Ben Ginsberg. 1½c; photos \$3.50. Pub.

Bottling Industry, 18 E. 49th St., New York 22. (Bi-W-35) Methods, efficiency, sanitation, traffic control, sales, in soft drink industry—1,000 words. Jerry E. Stevens. 2c, photos \$3. Acc. Query.

Building and Related Fields

Air Conditioning & Refrigeration News, 450 W. Fort St., Detroit, Mich. (W-20) Unusual applications of refrigeration and air conditioning; dealer success stories. Phil B. Redeker. 6c per published line; photos \$5. Pub. Query.

American Artisan, 6 N. Michigan Ave., Chicago 2. (M-35) Warm air heating, residential air conditioning, sheet metal contracting, 1,000-3,000. Clyde M. Barnes. \$18-\$20 per published page including space occupied by cuts. Pub.

American Builder, 30 Church St., New York 7. (M-35) Articles on planning and construction of special interest to builders. Plans and photos of new houses. Joseph Mason.

American Paint Journal, 2911 Washington Blvd., St. Louis 3, Mo. (W-10) Articles on merchandising sales, new plants, plant layouts for the protective coatings industry. Photos. News. G. O. Stephenson. 1c-2c. Pub. Query.

Building Specialties, 425 Fourth Ave., New York 16. (M-35) Articles, news, photos, about new building products. Interviews with home improvement dealers; stories on selling door-to-door in home improvement field (not building), 800-1,000. Must be specifically authorized by editor. Arnold Romney. 2c up, special stories \$15 and \$30 each, authorized interviews (800 words) with 2 photos. \$35, home improvement sales stories (no general sales stories) \$15-\$20. Sales "idea" stories which develop idea or theory of some selling method, using an actual home improvement dealer as an example, 800 words plus 4-6 photos, \$50. Query on all articles.

The Contractor, Grand Central Terminal Bldg., New York 17. (Semi-M) Directed to the top 20% of employing contractors in plumbing, heating, air con-

GAMBLE A BUCK?

That's all it takes to learn about writing comic book stories. My 15,000 word booklet, FUNDAMENTALS OF COMIC SCRIPT WRITING, tells you how. No drawing experience needed. Send your dollar to:

EARLE C. BERGMAN
1255 North Gordon St.
Hollywood 38, Calif.

PRINTERS OF BOOKS

A new economical "gang run" method now enables us to print your books and publications at lowest possible cost. Highest quality. From 500 copies up. Write for free catalog and quotations.

ADAMS PRINTERS

30 W. Washington St., Dept. AJ

Chicago 2, Ill.

TO AUTHORS OF BOOKS

published on a COOPERATIVE BASIS, we have a plan for the additional promotion and distribution of your book WITHOUT COST TO YOU.

If interested, write for details to
WRITERS SERVICE

7 E. 42, N. Y. 17, N. Y.

Tel. MU 7-5159

WRITE FOR THE JUVENILES

Begin at the beginning and end up selling. The most comprehensive course of its kind on the market, covering every phase of story and article writing for tots to teens. (Learn the step-by-step procedure from one whose work is appearing currently in juvenile publications.) Not a "tell how" but a SHOW HOW course. Personal criticism included. Write for free particulars.

MARJORIE M. DAVIDSON

P. O. Box 104

Laceyville, Penna.

I'LL DO IT FOR YOU

Sick of rejects! I have ghost-written millions of words of stories, articles, books for hundreds of satisfied clients. I may be able to help you see your name in print and make money on your raw material. Reasonable rates. Particulars FREE. Also Slant Chart & Best Plot Formula.

WILL HEIDEMAN

Fern Park

Box 107-A

Florida

NEED WE SAY MORE?

A client writes: "You are the first agent—who ever did anything constructive for me. All others went off on a tangent with beautiful theories, none of which were practical."

Novels, Short Stories, Articles, Plays, Television, and Radio Criticism — Guidance — Representation
Reading fees: \$5 to 5,000 words; over 5,000 words to 40,000, \$1 per 1,000. Novels and Plays \$15. Return postage with each ms. Send self-addressed envelope, stamps for folder, "To the New Writer."

NEW YORK LITERARY AGENCY

910 Riverside Drive

New York 32, N. Y.

CONFESSION CRITIQUE

Let us help you find your way to sales, writing for the Confessions. This is one market where a pro's name is not important to the editor. One of the best paying markets and an open field for beginners. We give you helpful, thorough criticism using the same methods which sell our own work. \$1 per 1000 or fraction thereof. Minimum \$3.

Confession Scribe's Clinic

130 1/2 E. 9th St., No. 2

Long Beach 13, Calif.

ditioning. News and features, written in tabloid news style, about contractors' merchandising operations, and management methods and P-H contractors association activities. Clippings. Pictures. Seth Shepard, Editor. 3c up. Pub. Free guide for freelance correspondents available.

Flooring, 45 W. 45th St., New York 36. (M-25) Merchandising and operating activities of firms that sell and install floor and wall coverings. Photos of showrooms and installations. Pincus W. Tell. 1 1/2c up. Acc. Photos \$3. Pub.

National Roofer, Siding & Insulation Contractor, 315 W. Madison St., Chicago 6. (M-50) Articles 600-1,000 words on manufacture, sale, estimating, application of all products used in the industry— asphalt, coal tar pitch, asbestos, wood, metal, slate tile roofing and siding, plus such building specialties as gutters, leaders, storm windows and doors, weatherstripping; also on men and women in the industry. Primarily interested in contractors—how they began and success attained. Fillers. Photos. News. James McCawley, 1c, photos \$2. Pub.

Plastering Industries, 215 W. Harrison St., Seattle 99, Wash. (M-25) Material about lathing and plastering to appeal to professional craftsmen and contractors. News. Photos. Cartoons. C. F. Clay. 25c-\$1 per published inch, photos \$2-\$5. Pub. Query.

Plumbing & Heating Business, 130 E. 59th St., New York 22. (M-50) Merchandising, how-to-do-it, business operations of plumbing-heating contractors (retailers). News of industry. Photos. 3c up, pictures \$5 up. Pub. Query.

Reeves Plumbing and Heating Journal, formerly **Western Plumbing and Heating Journal**, 3665 S. Vermont Ave., Los Angeles 7, Calif. Covers 17 Western states. Business methods and procedures by which master plumbers and heating contractors have improved business, to 1,000. No technical articles. Case history and definite example type of articles especially desirable. MSS. read about 15th of each month. Glover Hendrickson. 1 1/2c up, photos \$3.50 up. Acc. Query.

Business, Finance

Barron's National Business & Financial Weekly, 40 New St., New York 4. (W-35) Financial and economic subjects of direct interest to investors, 800-1,200. Robert M. Bleiberg. \$100-\$125 per article. Pub. Query.

Commerce Magazine, 1 N. La Salle St., Chicago 1. (M-35) Articles 1,000-3,000 of interest to executives; new techniques for management or general background useful to management. Alan Sturdy. 3 1/2c up. Acc. Query.

Factory Management & Maintenance, 330 W. 42nd St., New York 36. (M-50) Articles to be bylined by plant operating executives. Photos. Matthew J. Murphy. \$25 per page. Acc. Query.

Forbes Magazine (of Business and Finance), 70 Fifth Ave., New York 11. (Semi-M-35) Illustrated articles on financial news of companies whose securities are available on the major exchanges. Unusual financial slants on business. Informal, casual photos of presidents and chairmen and characteristic industrial activity. Byron D. Mack. \$25-\$100 per article. Pub. Query.

HALF PRICE BOOK SALE DUE TO FLOOD

Print perfect, binding stained, on books 1, 2, 4

Learn how from the author of the prize-winning novel, THE DEVIL'S HANDMAIDENS. I have helped hundreds to success in fiction, poetry, articles. A trial criticism at \$1 per M words will prove that I can help you. Reference: **Who's Who of American Women**. Or visit my Chicago or Evanston class, or N. H. Writers' Colony.

MILDRED I. REID

MY SEVEN BOOKS

- 1—WRITERS: HERE'S HOW! (Basic Technique).....Now \$.50
- 2—WRITERS: HELP YOURSELVES! (New 1957 Edition) Now \$1.25
- 4—WRITERS: MAKE IT SELL! (Advance Technique) Now \$1.25
- 3—WRITERS: LET'S PLOT (New 1957 Edition).....\$2.50
- 5—WRITERS: TRY SHORT SHORTS! (8 types explained).....\$3.00
- 6—WRITERS: LEARN TO EARN! (New approach to writing) \$3.00
- 7—THE DEVIL'S HANDMAIDENS. Novel. \$3.50. From Me...\$3.50

49 Salem Lane, Evanston, Ill.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business; first-person stories especially desired. Fillers to 400. Poems to 20 lines on business themes. A very few photos of industrial subjects with business slant. Clinton E. Bernard. 2c up, poetry 25c per line up, photos \$6. Acc. Pamphlet of suggestions for writers available.

Office Executive, Willow Grove, Pa. (M-50) Technical articles on office management. Photos. Very few cartoons. Dickson Ash, Editor. No payment for text. Photos, cartoons \$5. Acc.

Sales Management, 386 Fourth Avenue, New York 16. A magazine edited for the sales executive, designed to help him with advertising, manpower, distribution, incentive, compensation, and quota problems. Case history type articles. Authors are staff members and sales executives of companies. Philip Salisbury, Editor.

Toda's Secretary, 330 W. 42nd St., New York 36. (M) Fiction (dealing with office situations, not romance) to 1,000 words. Articles about secretaries to important persons and about prominent persons who started their careers as secretaries. \$20 up. Acc.

Ceramics

Ceramic Age, Ninth-Chester Bldg., Cleveland 14, Ohio. Features and technical articles to 2,000 words on all phases of the ceramic industries. News items. Photo stories. R. J. Brown. 2c, pictures \$3.50. Pub.

Cleaning, Laundries

The Guide, 316 Peachtree St., N.W., Atlanta, Ga. (M-50) Promotion, production systems, sales—laundry, dry-cleaning and commercial-power, quick service establishments in the South; 1,200 words, six photos. News of new plants, remodeling, personnel. A few cartoons. Ben Ginsberg. 1c, photos \$3.50. Pub. Query.

Launder-matic Age, 40 E. 41st St., New York 17. Material on operation of automatic (self-service) laundries, also combination automatic laundries and dry-cleaning establishments. Frank Thompson. 1½c, photos \$2.50. Pub.

National Rug Cleaner, 305 E. 45th St., New York 17. (M) Articles on rug-cleaning plants, 1,000 words. Gerald Whitman. 2c, photos \$5. Pub. Query.

Clothing

Apparel Register Publications, Inc., 99 Chauncy St., Boston 11, Mass. Publishes eight newspapers entitled **Apparel Register**, the specific names indicating region covered, as **New England Apparel Register**. Covers all of the country east of the Mississippi, also California. Appeals primarily to stores handling women's and children's apparel, and seeks articles about 1,000 words based on interviews with retailers in

AUTHORS

- If you have a typewritten book MS—on any subject — (30,000 words and up) — you are cordially invited to submit it with the complete certainty on your part that it will be read without delay, FREE, and if accepted will be published promptly and adequately.
- We are established general Book Publishers who have been bringing new writers' books before the public for over thirty-five years. We offer you friendly editors and MS readers; able artists, punctual printers; publicity and reviews; cataloguing; distribution; circulars to the author's personal mailing list.

Send Your Book NOW

We will see that it receives every possible chance to be published without delay. Many titles are published on a subsidy plan, with higher royalties. If unavailable your MS will be returned promptly and carefully. Write first if you prefer.

DORRANCE & COMPANY

PUBLISHERS SINCE 1920

Dept. A
131 North
20th Street



PHILADELPHIA
PENNA.

CLEVELAND WRITERS' CONFERENCE

January 24-25

Workshops in fiction, article, juvenile and other fields conducted by top editors and writers. **Cash prizes!** For details write to:

IRV. LEIBERMAN

565 Hipp Annex

Cleveland 15, Ohio

RIGHT WORDS WRITE CHECKS!

Make **your** plots pay! Many I've helped have sold to Movies and TV. Over 15 years of scripting experience inside Hollywood Studios. COMPLETE writing help, or Ghosting, on Novels, Stories, Screen, TV, and Stage Plays. Write me your problem for free reply.

JESSICA FOX MAY

Phone
HOLLYWOOD 2-5448

1848 North Gramercy Place
Hollywood 28, Calif.

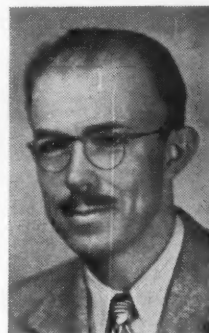
Book Writing Help

When you write your first book you will need some professional help, and you get such help from an author who writes books of his own. I have been coaching writers into print for two decades. I shall be doing it this year and the next. I can do it for you.

Write for my free descriptive folder entitled **Book Writing Help**. It tells you what I do and how we get started.

CHARLES CARSON, Literary Consultant

Post Office Box 638-A, Manhattan Beach, Calif.



these fields on merchandising, selling methods, advertising, store layout, new stores, anniversary celebrations, etc. No consumer-type fashion copy. Men's wear copy acceptable from New York State, Philadelphia area, Florida, the Carolinas, Kansas, Nebraska, Arkansas, Iowa, Missouri. Women's wear copy acceptable from Missouri, Kansas, Iowa, Arkansas. Harold S. Larkin, Editor; Fay L. Cousins, Feature Editor. 1½c, photos \$3.50 if original, \$1 if obtained from store. Acc.

Boot & Shoe Recorder, 56th and Chestnut Sts., Philadelphia 39, Pa. (Semi-M) Merchandising methods of shoe stores, special promotions, "how" stories 500-1,000 words illustrated by photos. News about retail shoe people, shoe organizations, shoe manufacturing, and allied industries. John J. Reilly. Query on articles; send news at once.

Hat Life, 79 Madison Ave., New York 16. (M-50) Brief articles on unusual store experiences in the promotion and selling of men's hats. E. F. Hubbard. Acc. Query.

Communications

Audio, P. O. Box 629 Mineola, N. Y. (M-35) Technical and semitechnical articles related to sound recording and reproduction. Photos. C. G. McProud. \$28 per published page. Pub.

Radio-Electronics, 154 W. 14th St., New York 11. (M-35) Articles on radio, high fidelity, industrial servicing, construction, electronics, TV, for repair technicians primarily—but written so as to interest experimenters, audio enthusiasts, and engineers. Preferred length, 1,500-3,000, but shorter and longer articles occasionally accepted. Photos only with articles. Technical cartoons. Fred Shunaman. Rate varies according to quality of material. Acc.

Telephone Engineer & Management, 7720 N. Sheridan Rd., Chicago 26. (Semi-M) Activities of telephone companies, personalities, new construction, rates, financing. Articles to 2,000 words and news. Good photos. John G. Reynolds. In general, 3c; good rates for articles; photos \$5. Pub. Query on articles, not news.

Drugs

Pacific Drug Review, 504 Woodlark Bldg., Portland, Ore. (M-35) Articles 1,500 words on drug store merchandising, management, display, layout and design. Photos. Cartoons. William C. Felter. Acc.

Electrical

Electrical Merchandising, 330 W. 42nd St., New York 36. (M-50) Articles showing specifically how individual merchants sell electrical home appliances, radio, and TV; also articles on conditions and problems of broad interest to the industry. To 2,000 words; 1-50 photos. News—distributor, distributor franchises, association, dealer. Cartoons. Robert W. Armstrong. 2c up, photos \$5-\$6. Acc.

Engineering

Engineering News-Record, 330 W. 42nd St., New York 18. (W-35) Technical and business articles on engineering and construction topics. News. Photos. Magazine is largely staff-written. W. G. Bowman, Editor. \$1 per column inch for material printed, photos \$6. Acc.

The Highway Magazine, Middletown, O. (M) Highway construction (including bridges); highway material historic or unique. Photos essential. Occasional single photos. T. A. Harrison. 5c, including photos. Acc.

Irrigation Engineering & Maintenance, 624 Gravier St., New Orleans 9, La. (M-25) Experiences of irrigation district managers, irrigation farmers—especially cost-cutting plans—to 1,500; particularly wants il-

lustrated features on irrigation equipment dealers. Bill Sarratt. 1½c. Pub.

Plant Engineering, 308 E. James St., Barrington, Ill. (M-\$1) Articles on maintenance procedures in industrial plants, unusual industrial construction procedures, etc., 1-4 pp. Thomas E. Hanson, Editor. \$35 a page. Pub. Query.

Power Engineering, 308 E. James St., Barrington, Ill. Technical articles 500-1,000 dealing with mechanical, electrical, and steam engineering. Cartoons. Photos. Andrew W. Kramer. Acc. Query.

Feeds, Seeds, Fertilizers

Commercial Fertilizer and Plant Food Industry, 75 Third St., N.W., Atlanta 8, Ga. (M-20) Articles, news, photographs relating to chemical fertilizer mixing plants and their executive personnel. Bruce Moran. Pub. Query.

Feed Age, 71 Vanderbilt Ave., New York 17. (M-25) Articles and news of interest to livestock and poultry feed manufacturers. Richard T. Claycomb. 50c per column inch. Pub.

The Feed Bag, 1712 W. St. Paul Ave., Milwaukee 3, Wis. (M-25) Success stories on feed mixers and manufacturers and new feed stores, 1,000-1,500. Also comprehensive articles on larger feed manufacturers, stressing methods and efficient use of equipment. Flow sheets, machinery layout diagrams. Can use material from certain foreign countries. Send envelope for complete requirements. Photos essential. Bruce W. Smith. \$15 to \$35, cover photos \$7, cartoons four to eight a month \$6. Pub. Query. Prompt reports.

Feedstuffs, P. O. Box 67, Minneapolis, Minn. (W-20) Up to 3,000 words having to do with manufacture and merchandising of feeds. Spot news. Photos. Trade-slanted cartoons. George L. Sales. 1c up, photos \$3 up. Acc.

Seed World, 327 S. La Salle St., Chicago 4. (Bi-M-25) Illustrated articles on novel merchandising and sales methods used by seed merchants, and garden centers, 1,000-1,500. P. M. Stelle. ½c, photos \$1.50. Pub. Query.

Southern Seedsman, 624 Gravier St., New Orleans 9, La. Experiences of retail seed stores of the South and Southwest in merchandising of garden supply items, other than seeds, to 1,500 words. Photographs. Frank Gordon. 1½c. Pub.

Firearms

Guns Merchandiser, 8150 Central Park Ave., Skokie, Ill. Articles 1,500-3,000 directed to gun dealers, giving tips on how to sell firearms, how to operate a firearms business, success stories of well-known firms—anything to help a dealer improve a gun business. E. B. Mann, Editor; William B. Edwards, Technical Editor. 5c, photos \$5. Acc. Query.

Fisheries

The Fish Boat, 624 Gravier St., New Orleans 9, La. News, factual items, short articles on fishing boats and commercial fishermen at sea. Bob Travers. \$10-\$15 a printed page including photos. Pub.

Fishing Gazette, 461 Eighth Ave., New York 1. (M-35) Articles on commercial fishing activities, 500-1,000. Needs news correspondents in Chicago, Detroit, etc.; inquiries from other sections invited. C. E. Pellissier, Editor. Pub. Query on all articles before writing them.

Maine Coast Fisherman, 22 Main St., Camden, Maine. (M) Articles about commercial fishing and boatbuilding, lobstering, canning, shell fish, packing, marine design and gear, etc. News items pertaining to marine matter and commercial fishing and boating. Marine designs and oceanographic research. Converse Owen Smith. 20c-40c per printed column inch

(about 50 words); cartoons, marine architectural line drawings, photos, \$3 up. Pub.

National Fisherman, Goffstown, N. H. News of commercial fishing industry. Technical articles on fishing methods and fishing boats. Photos of fishing operations, fishing boats and owners. Gardner Lamson. 1c, photos \$3. Pub. Query.

Pan American Fisherman, 2313 Columbia St., San Diego 1, Calif. Trade magazine of the commercial industry from Alaska to Panama. Articles on all phases including boat building, navigation, research, fishing, canning and marketing. No biographical or personality pieces. Photos that implement text should accompany contributions. Best length 2,000 words or under. Robert K. Lawson, Editor.

Seafood Merchandising, formerly **Southern Fisherman**, 624 Gravier St., New Orleans 9, La. (M-35) News, factual items, short articles on commercial fishing, marketing and distribution of fisheries products. \$10-\$15 a printed page including photos. Pub.

Florists

Telegraph Delivery Spirit, 292 S. La Cienega Blvd., Beverly Hills, Calif. (M-75) Publication for florists who belong to Telegraph Delivery Service (Teleflora). Fiction with floral setting to 800 words. Articles to 700 words about subjects related to the retail florist trade, preferably illustrated. Cartoons. Leo West, Editor. 1c, cartoons \$3, photos (accompanying articles) \$2.50. Pub. Query.

Food

Bakers Digest, 4049 W. Peterson Ave., Chicago 30. (Bi-M-35) Articles on technical aspects of baking (all products)—materials, methods, equipment, packaging. E. J. Pyler. 1/2c plus photos. Pub.

Bakers Weekly, 71 Vanderbilt Ave., New York 17. (W-25) Articles pertaining to general baking field. News, photos, cartoons. James Phelan, Managing Editor. 50c per column inch. Pub.

The Biscuit and Cracker Baker, 71 Vanderbilt Ave., New York 17. (M-50) Articles pertaining to biscuit, cracker, pretzel, cone and snacks industry. News, photos, cartoons. Russ Obright, Editor. 50c per column inch. Pub.

Freezer Provisioning, 111 S. Meramec Ave., St. Louis 5, Mo. (M-35) Articles relating to frozen food centers, locker plants, freezer provisioners, and food plan operations, explaining in detail how specific plants render better service, build business volume, sell frozen foods—1,000-2,000. Can also use short articles of 200 to 400 words (with or without pictures) telling about merchandising, advertising, or operational idea of some specific locker plant. News. Albert A. Todoroff. 1 1/2c; photos \$2.50; cartoons \$5. Acc. Query on articles.

Frozen Food Age, 71 Vanderbilt Ave., New York 17. (M-65) Successful, unusual retail merchandising or advertising of frozen foods, particularly by chain

Sell In Three Months Or Money Back

**If You Can Write Correct English—
You Can Write Juveniles . . . And
Sell Within Three Months.**

In past years I have sold some
3000-3500 stories . . . articles
. . . serials . . . series. Now I'm
teaching it.

ALSO CRITICISM AND COLLABORATION

**Write for Terms and FREE pamphlet
"Fundamentals of Juvenile Writing"
Juvenile Books Manuscript Criticism
a Specialty**

Will Herman

1726 West 25th St.

Cleveland 13, Ohio

FREE!
Inside
Story
on
Publishing
Your Book

If you are the talented author of an unpublished manuscript, let us help you gain the recognition you deserve. We will publish your BOOK—we will edit, design, print, promote, advertise and SELL it! Low subsidies. Good royalties.

Write for FREE copy of
How To Publish Your Book

COMET PRESS BOOKS, Dept. AJ11
200 Varick St., N. Y. 14

NEED HELP?

Selling writer will work with you to make your manuscript saleable. If you want compliments go to your family. If you want help let me judge one of your manuscripts under a thousand words. One dollar for each thousand words will tell you what talent you possess.

Dorothy Marshall

185 Bergenline Ave.

Westwood, New Jersey

MANUSCRIPT TYPING

First Aid to Writers
Fast — Accurate — Neat
50c per 1000 Words
Minor Corrections
One Carbon if desired

MAUDE B. TABER

R. D. 3

Amsterdam, N. Y.

THE OPPORTUNITY OF A LIFETIME

**You will become a selling writer if I take you in my limited circle of writers, OR MY WORK
WITH YOU WON'T COST YOU A PENNY!**

THE STORY CREATOR

in **PLOTTING WITHOUT TEARS** always stands ready to break the ice of a temporarily frozen imagination. It gives you a **step-by-step** method for developing a steady and unlimited supply of story plots containing all the necessary elements that make a story saleable. A prolific and successful writer of some 700 published stories had this to say about **THE STORY CREATOR**:

"I believe you are the first one to call attention to certain facts in story structure and plotting in the 30 or more years I have been celebrating ideas about the short-story."

In its **SECOND BIG PRINTING**, it is now being used in several universities, in television and movie studios, as well as by successful magazine writers.

ORDER YOUR COPY TODAY! PRICE \$3.00

Malibu 1

GEORGE KELTON

California

If you have tried "systems," "plans," "courses," etc., without success, write for my pamphlet which gives details of this unique offer.

One hitherto unpublished writer, working under my supervision, **SOLD MORE THAN 100 STORIES WITHIN A FOUR-MONTH PERIOD!**

Send for the pamphlet today! It is **FREE** and puts you under no obligation.

stores, 300-3,000. Copies of full or half page newspaper ads devoted exclusively to frozen foods. Photos. No food locker stories. Winston Smith, Managing Editor. 2c, photos \$5. Pub. Query.

Frozen Food Distribution, P. O. Box 977, Conroe, Texas. Interview stories with exclusive distributors of frozen foods. Stories from heads of frozen food departments of wholesale grocery concerns. Length 500-1,500 words, with photos. Interview stories with outstanding frozen food salesmen for distributors or wholesalers, 500-1,000 words with one or two photos. Features on successful frozen food brokers, 600-1,000 words with photos. William B. Wilson, Editor. 2c up plus average picture rate.

Ice Cream Field, 23 W. 47th St., New York 36. (M-25) Production and merchandising articles about ice cream and related products, etc. News items about ice cream manufacturers and their business. Alfred Feuer. Rates according to quality, photos \$5. Acc. Query.

Meat and Food Merchandising, 105 S. Ninth St., St. Louis 2, Mo. (M-25) Articles, accompanied by photos, on retail food stores, usually independently owned, covering only meat, frozen foods, produce, and dairy departments. Cartoons. Robert Farnham. 2c, photos \$3 up, cartoons \$5. Acc.

Meat Magazine, 59 E. Van Buren St., Chicago 5. (M-25) "Case histories" of meat packers' or processors' experience with new techniques or equipment; exceptional success stories, unusual methods in packing, processing or packaging. H. L. Rothra. 2½c. Pub. Query.

Western Confectioner, 251 Kearny St., San Francisco 8, Calif. Articles of 300 words on candy merchandising; news of the candy business—manufacturing, wholesale, retail.

Glass

Auto Glass Journal, 505 Marlboro Rd., Wood-Ridge, N. J. Articles and interviews on auto glass replacement shops, with emphasis on the success angle, to 1,000 words, with 2 photos and negatives. 2c, photos \$3.50. Acc.

Glass Digest, 150 W. 57th St., New York 19. (M-20) News about flat glass business—flat glass, store fronts, mirrors, auto glass windows (metal), glass doors, etc., glass building, spandrel construction. Notes about personalities and firms, glass installations and shop methods, practices in glass shops for short cuts and better warehouse operations. Short articles on better business methods. News items about glass dealers, jobbers, and fabricators. Material on manufacturing, selling, promotion, legal status. Cartoons about glass. 1c-2c, photos \$1.50, cartoons \$5. Pub.

Hardware

Hardware & Farm Equipment, 639 W. 39th St., Kansas City, Mo. (M-10) Merchandising and management articles on hardware and farm equipment operating procedures. Case histories of successful operations of Missouri and Kansas dealers. L. L. Edge. No payment for articles. Occasional cartoons \$5. Acc.

Hardware & Housewares, 72300 N. Cicero, Lincolnwood, Chicago 30. Short articles and pictures of interest to hardware retailers and wholesalers. James E. McKelvey. Pub. if used immediately.

Hardware Retailer, 964 N. Pennsylvania St., Indianapolis 4, Ind. (M-25) Independent hardware store merchandising and management articles; shorts. Glendon Hackney. 2c up; photos \$3 up. Acc.

Hardware World, 1355 Market St., San Francisco 3, Calif. (M-50) Articles 200-1,000 regarding retail hardware store operations in 11 Western states. Milton Albin. 2c. photos \$3. Pub. Cartoons \$5. Acc.

Locksmith Ledger, 505 Marlboro Road, Wood-Ridge, N. J. (M-75) Interviews with locksmiths. Trade news. Photos. M. Leonard Singer. 2c, photos \$3.50. Acc. Query.

Health and Sanitation

Modern Sanitation and Building Maintenance, 855 Avenue of the Americas, New York 1. (M-25) Illustrated articles on industrial housekeeping and building maintenance, plant or industry programs, efficient sanitation and maintenance methods for surroundings, equipment, etc., research work on public and industrial health. Gerard J. Riley. 3c. Pub. Query.

Nursing World, 41 E. 42nd St., New York 17. (M-40) Articles relating to nurses and nursing, 1,000-2,000 words. Drawings and photos desirable. 2c. Pub.

Pest Control, 1900 Euclid, Cleveland 15, Ohio. (M-50) How-to-do-it articles on urban and industrial insect and rodent control techniques. Photos. James A. Nelson. 1½c. Acc. Query.

R. N.—A Journal for Nurses, 550 Kinderkamack Road, Oradell, N. J. (M) Outstanding articles in the nursing field. Some verse and fillers in line with publication's objectives. Alice R. Clarke, R. N. 3c, poems \$5. Pub. Query on articles.

Home Furnishings and Equipment

Bedding Merchandiser, Merchandise Mart Plaza, Chicago 54. (M) Detailed factual articles reporting on actual retail selling and merchandising practices of sleeping equipment retailers. Material should be documented by ads and photographs and bylined by store personnel. Alfred M. Salasin. 1½c; photos \$3-\$5. Pub. Query.

Juvenile Merchandising, 114 E. 32nd St., New York 16. (M-35) Feature articles on juvenile furniture stores and departments. News of openings of stores, special promotions, good displays. Photos of stores covered in articles. B. H. Hellman. 2c, photos \$3.50-\$5. Pub. Prompt reports. Query.

Summer & Casual Furniture, 114 E. 32nd St., New York 16. Feature articles on patio shops, summer furniture departments. News of store openings, special promotions, good exterior and interior display photos. Photos of stores necessary with articles. B. H. Hellman. 2c, photos \$3.50-\$5. Pub. Prompt reports. Query.

Wallpaper & Wall Coverings, formerly *The Wallpaper Magazine*, 114 E. 32nd St., New York 16. Features and informational articles to 1,000 words on all phases of wallpaper industry. News items and fillers to 100 words. Cartoons. Photos. B. H. Hellman. 2c, pictures \$3.50-\$5. Pub.

Western Upholstery, Furniture & Bedding, Suite 104, 1516 Westwood Blvd., Los Angeles 24, Calif. How-to articles on custom reupholstering, upholstered or case goods furniture manufacturing; news of trade in 11 Western states plus Texas and Oklahoma. No clippings accepted for payment. Mimi K. Phillips, Editor. 1½c, photos \$2.50. Acc.

Hotels, Restaurants

Diner Drive-In, Davidson Publishing Company, 405 E. Superior St., Duluth 2, Minn. (M-30) Articles on the business operations of diners, drive-ins, including their take-out services. Specific subjects wanted. Photos important. Cal Morken, Editor. 2c-3c, photos \$4-\$7. Acc. Query.

Fast Food, 386 Fourth Ave., New York 16. (M-50) Articles on operation and management in fast food counter service field, plus good photos. Alan Olson. \$25 a printed page (average story is 2 pages in book).

Hotel Management, 71 Vanderbilt Ave., New York 17. (M-40) Exclusive illustrated how-to articles, 1,000-2,000, on hotel and high-class motor hotel (not motor court) operation with food service. Walter O. Voegelé. 2c-3c, photos \$5. Acc. Query.

Institutional Feeding and Housing, 205 E. 42nd St., New York 17. (M) Articles on mass feeding and housing set-ups—restaurants, schools, hospitals, etc.—emphasizing food and menu ideas, equipment,

AUTHOR & JOURNALIST

personnel, and modern management techniques. Pictorial approach. Jack Ghene. Acc. Query.

Institutions Magazine, 1801 Prairie Ave., Chicago 16. (M-50) Articles on quantity feeding and all aspects of the mass-housing and mass-feeding fields; covers hospitals, hotels, restaurants, motels, etc. Pictorialized features. Use common-denominator approach stressing ideas, benefits, innovations. C. L. Staples. 2c up, photos \$5 up. Pub. Query.

Institutional

The American City, 470 Fourth Ave., New York 16. (M-50) Staff-written or by municipal officials, engineers, and others directly connected. Articles must describe new or improved ideas of interest to mayors or municipal department heads. William S. Foster. Query.

Church Management, 1900 Euclid Ave., Cleveland 15, Ohio. Articles on church building and administration. William H. Leach, Edwin A. Lane, Editors. 1c, maximum \$15 an article. Pub.

Hospital Management, 105 W. Adams St., Chicago 3. (M-20) Factual articles 800-2,000 words on all aspects of hospital management, with emphasis on professional rather than commercial. Verse. Cartoons. Photos. Charles U. Letourneau, M.D., Editorial Director. Pub. Query.

Jewelry

The American Horologist and Jeweler, Box 7127, Capitol Hill Sta., Denver 6, Colo. (M-35) Technical articles in the horological field with photos. Orville R. Hagans. 2c, photos \$2. Acc. Query.

Jewelers' Circular-Keystone, Chestnut & 56th Sts., Philadelphia 39, Pa. (M-25) Illustrated articles on window display, advertising, merchandising, based on experiences of well-rated jewelers, with special emphasis on how-to angle, 1,200-1,500. Donald S. McNeil. 60c per inch; photos \$3-\$5. Pub.

Merchandising

Department Store Economist, Chestnut & 56th Sts., Philadelphia 39, Pa. (M-50) Articles relating to merchandising, management, maintenance, lighting, and climatic control of department stores. Acc. Query.

Display World, 407 Gilbert Ave. Cincinnati 1, Ohio. (M-40) Articles dealing solely with display, window and interior; store modernization; new stores of importance. Photos. Cartoons rarely. R. C. Kash. Pub. Query absolutely required.

Modern Packaging, 575 Madison Ave., New York 22. (M-75) Design and functioning of packages and equipment from standpoint of user with emphasis on effect of packaging on sales. Photos. Lloyd Stouffer. \$25 per published page. Pub. Query essential.

Vend, the Magazine of Automatic Merchandising, 188 W. Randolph St., Chicago 1. (M-35) How-to and timely articles, illustrated, concerning automatic merchandising (vending) industry—does not include amusement or music machines. Currently needs case history type stories describing how vending machines serve people on the job. Unusual and interesting vending machine photos. G. R. Schreiber. 2c up, unusual photos \$5. Pub. Query and request sample copy.

Metals and Machinery

Compressed Air Magazine, 942 Memorial Pkwy., Phillipsburg, N. J. (M-35) Descriptions and operations (contracting, industrial, railroad, etc.) that use compressed air equipment. Picture and caption material for "Compressed Air at Work" pages—novel air applications, new twists (\$15-\$20 on acceptance). Photos. Cartoons. R. J. Nemmers. \$20-\$30 per printed page, photos \$3-\$10. Pub. Cartoons \$7.50. Acc. Query.

DECEMBER, 1957

LOZIER LITERARY AGENCY

recognizes that your manuscript represents your time, labor and skill. Your book, your story or your teleplay will receive every consideration; if we think it is salable, we will submit it to the most appropriate markets on a straight 10% commission basis in event of a sale.

Evaluation fees:

Short shorts under 2,000	\$3.00
Short stories over 2,000 words	5.00
TV scripts—One act	3.00
Two acts	5.00
Three acts	7.50
Books	15.00

"We'll go all-out to help you sell your literary product."

Will Lozier

LOZIER LITERARY AGENCY

134-35 Cherry Avenue

Flushing 55, N. Y.

MANUSCRIPT TYPING

50c Per Thousand Words

Work Guaranteed to be Accurate and Neat
Price includes: Minor corrections; one carbon copy if desired. Also, extra first and last sheets.

24 Years Typing Experience

HELEN M. MYERS

121 S. Potomac St.

Waynesboro, Pa.

YOU CAN MAKE EXTRA MONEY WRITING!

You can produce fillers, trade journal articles, photo-stories, feature articles, news items, and material for the outdoor, action magazines with our help and so get fast checks and bylines. Send for free 3,000 word illustrated folder and learn how to "write to sell." Our money-back guarantee protects you.

THE NON-FICTION PRESS

Dept. R, Box 1008

Glendale, Calif.

WHO OWNS THE BOOKS YOU PAID TO HAVE PRODUCED?

Publishers' Weekly says you should, and so do we! Send for our free folder outlining a low cost publishing service featuring author-ownership and 70% royalty on sales.

WILLIAM-FREDERICK PRESS

313 West 35th Street

New York 1, N. Y.

SPELLING, AWKWARD GRAMMAR, PUNCTUATION

Are these three handicapping your sales? Let me correct them. Neat, dependable typing, bond paper, carbon. For complete editing, corrections and typing, \$1.00 per 1000, or 25c per page. 1 pay postage. Typing only, 50c per 1000.

Or, DID YOU EVER WISH for friendly, personal CRITICISM, without a follow-up offer of a "course"? Doubtful if your stories are "right"? Let me prepare them. Definite changes, rewriting, plot-improving, if needed. Market tips. All for \$1 per 1000, without typing. \$3 minimum on this.

Let me know your problems

EVA LONGSDORF

Your friendly typist

R. 2, Arkansaw, Wisconsin

MERRY CHRISTMAS!

What's on your slate for '58? Let's make it a SELLING YEAR!

Market evaluation, friendly criticism, personal help, on 2 poems under 30 lines, \$1. Low rates on book lengths.

Enclose return envelope.

THE POETRY CLINIC

Dept. D, P. O. Box 352, Roseburg, Oregon

A SUPERB HOW-TO BOOK FOR POETS

So clear beginners make astonishing progress, so comprehensive experienced poets find it invaluable. Excellent for class use or individual study. 96 pages packed with help you need to write poetry successfully. One dollar postpaid. Order your copy of YOU CAN WRITE A POEM today.

GAIL BROOK BURKET

1020 Lake Shore Drive

Evanston, Illinois

POETS:

Send self-addressed stamped envelope for PRIZE PROGRAM. Quarterly prizes

\$25; many other prizes. You will receive also description of HELP YOURSELF HANDBOOKS (\$1 each) containing 999 PLACES TO SEND POEMS.

KALEIDOGRAPH, A National Magazine of Poetry

(Published Quarterly; 50c copy; \$2 a year.)

624 N. Vernon Ave.

Dallas 8, Texas

BOOK MSS. WANTED

Essays, Histories, Anthologies, Biographies, Sports, Historical Novels, Religious Works, Poetry, Juvenile, etc. National Advertising. For full information about our subsidy and royalty plans write:

Calloway S. Crews, Editor

AMERICAN GUILD PRESS

5728 Palo Pinto St.

Dallas 6, Texas

Song Poems and Lyrics Wanted

Mail to:

Tin Pan Alley, Inc.

1650 Broadway

New York 19, N. Y.

WHEN YOU MOVE

If you are a subscriber and are moving to a new address, please notify *Author & Journalist* as early as possible. Give your old as well as your new address.

Changes of address must reach us by the 10th of the month to catch the following issue.

The Post Office will not forward copies to a new address, even in the same city, unless you make a deposit to cover the cost of forwarding. The Post Office otherwise will destroy magazines sent to an old address and will not notify us till after this has been done.

You may, however, obtain at your Post Office a card for notifying us of change of address. Fill that out, stamp it, and return it direct to us. We want you to get *A&J* promptly and regularly.

AUTHOR & JOURNALIST

1313 National Bank of Topeka Bldg. Topeka, Kans.

Industry and Welding, 812 Huron Rd., Cleveland 15, Ohio. (M) How-to on welding procedures and techniques—approximately 750 words. Photos. Charles Berka. \$30-\$75. Acc.

The Iron Age, Chestnut & 56th Sts., Philadelphia 39, Pa. (W-35) Technical articles on actual shop or plant experiences. News of the industry, Cartoons; submit roughs first. G. F. Sullivan. News and articles varying rates, photos \$6. Pub. Cartoons \$7.50. Acc.

Production, Box 1, Birmingham, Mich. (M-50) Semitechnical articles on cost savings or new developments in mass production metalworking industries—2,500-3,000 words. Photos for articles. Color photos for front covers; query as to subjects, rates of pay, etc. Jerome S. Wilford, Editor. 1½ up, black and white photos \$3 up. Acc.

Steel, 1213 W. 3rd St., Cleveland 13, Ohio. (W-50) Technical articles on metalworking processes. Original news reports on metalworking companies. Walter J. Campbell. \$25 per page. Photos \$5 up. Pub. Query.

Steelways, American Iron and Steel Institute, 150 E. 42nd St., New York 17. Popular human interest articles with black and white or color photos about the steel industry, steelworkers, and the industry's contribution to the country—to 2,000 words but mostly 1,000 or less. Some shorts. An increasingly limited market. John W. Hill, Editor. To \$500. Acc. Query or outline preferred to finished manuscript.

Welding Engineer, Box 28, Morton Grove, Ill. (M-50) Articles illustrated with 6-8 photos on welding technique. News. T. B. Jefferson. \$15-\$20 per page including photos. Pub. Query.

Music Stores

The Music Trades Magazine, 113 W. 57th St., New York 19. (M-25) News of music store personnel and persons associated with music industry. Features on merchandising pianos and musical merchandise. J. Majeski, Jr. 20c per col. inch. Pub.

Oil

Fuel Oil News, 1217 Hudson Blvd., Bayonne, N. J. (M-20) Writeups of successful fuel oil dealers, important developments in automatic oil heating. Howard Barnard, Editor. Pub. Query.

The Independent (Petroleum) Monthly, Box 1019, 1430 S. Boulder, Tulsa, Okla. (M-50) Articles of interest to independent producers of crude oil and natural gas. Economics, field practices, geological, secondary recovery—2,000 words. Frank B. Taylor. 1c-3c; cover photos, \$10. Acc. Query.

Optical

The Dispensing Optician, 1980 Mountain Blvd., Oakland 11, Calif. (M-50) Articles to 1,000 words on successful operation of optical dispensing businesses, which make and fit glasses on prescription; also articles on advertising by dispensing opticians to doctors and the public. Photographs. Robert L. Pickering. 2c-3c, photos \$7. Pub.

Paper, Printing, Ink

American Ink Maker, 254 W. 31st St., New York 1. (M-25) News of people in printing ink industry. John Vollmuth. 2c. Acc.

American Paper Merchant, 200 S. Prospect Ave., Park Ridge, Ill. Articles 1,000 words on paper merchandising techniques referring to specific companies. L. Q. Yowell. 2c, photos \$3.50. Pub. Query.

American Printer, 48 W. 38th St., New York 18. (M-50) Technical articles covering phases of graphic arts. Martin A. Johnson, Managing Editor. 1c up, photos \$2.50. Pub. Query.

The Graphic Arts Monthly, 608 S. Dearborn St., Chicago 5. (M) Articles 1,500-2,000 words on man-

AUTHOR & JOURNALIST

agement or technical processes in printing and allied plants. Cartoons dealing with printing industry, D. B. Eisenberg. 2c, pictures \$5. Acc.

The Inland Printer, 79 W. Monroe St., Chicago 3. (M-50) Articles, fillers, news relating to the printing industry. Photos. Cartoons. Wayne V. Harsha. Varying rates. Pub. Query.

International Blue Printer, 506 S. Wabash Ave., Chicago 5, Ill. (M-50) 1,000-1,500 words on blue print and photo copy firms. James Vebeck. 2c, photos \$5. Pub. Query.

MetroDE, P. O. Box 11, Lincoln Park, Mich. Articles to 900 words on advertising or the graphic arts from point of view of the general business executive. Photos and cartoons relating to the graphic arts. Ruth Hughes. 1c-1½c, photos and cartoons \$5. Acc. Query.

Pacific Printer, Publisher and Lithographer, 112 Market St., San Francisco Calif. (M-35) Articles and news about the graphic arts industry. No photos. Ramsey S. Oppenheim. 1c. Pub. Query.

Paper, Film and Foil Converter, 200 S. Prospect St., Park Ridge, Ill. (M-35) News and feature articles covering paper, film, and foil products industry. Write for specification sheet. Vernon A. Prescott. News 7c a line, features 2c a word, photos \$3.50. Pub. Query.

Printing Magazine, 466 Kinderkamack Road, Oradell, N. J. (M-50) Management, marketing, technical articles—1,200 words with photos on commercial printing and lithography industry. Ernest F. Trotter. 1½c. Pub. Query.

Printing Monthly, P. O. Box 11, Lincoln Park, Mich. (M) Articles 750-900 words on technical aspects of printing or graphic arts—how-to, experiences of craftsmen, new developments in the field. Photos and cartoons related to the graphic arts. Ruth Hughes. 1c-1½c, photos and cartoons \$5. Acc. Query.

Western Printer & Lithographer, 1605 N. Cahuenga Blvd., Los Angeles 28, Calif. Covers 11 Western states. Success stories on Western printers and printing businesses; stories of Western printers who "have done something a better way." News. Photos. Roby Wentz. Payment for articles by negotiation. Photos \$3 unless specially commissioned. Pub.

Parks

Park Maintenance, P. O. Box 409, Appleton, Wis. (M-25) 1,000-1,500 words dealing with unique or improved methods of administration and operation of parks, large campuses, golf courses. Photos. Erik L. Madisen. 1c up, photos \$2 up. Pub. unless too remote. Query.

Photographic

Industrial Photography, 10 E. 40th St., New York 16. (M) Case history articles to 2,000 words on photography in business, industry, science, and government; must be illustrated. Stan Hochman. 3c, photos \$5. Acc. Query with outline.

Photo Dealer Magazine, 33 W. 60th St., New York 23. (M-25) Success stories on camera stores or departments, 250-500 words. Photos of camera store windows. City events with camera store participation, 250-500 words. Photos. Augustus Wolfman. 2c, photos \$5-\$10. Query.

Popular Photography, 366 Madison Ave., New York 17. (M-35) Photographic methods; well-planned, clearly illustrated how-to articles on all phases of camera and darkroom work. Photos. Cartoons on photo themes. Bruce Downes, Editor. Varying rates for articles, photos \$15 up. Acc. Query.

The Professional Photographer, 519 Caxton Bldg., Cleveland 15, Ohio. (M) Articles about professional portrait, commercial, illustrative, or industrial photographers. Illustrations necessary but are not paid for because those written up are happy to supply them. Write for sample copy and two-page letter giving de-



CLEANERASER

Ideal gift for secretary and writer friend. Cleans and restores edges on all types of erasers.

Fifty cents, postpaid.

BOOMROAD SPECIALTY SHOP
Route 2 Stillwater, Minnesota

PUBLISHED OR UNPUBLISHED SELL YOUR STORY TO HOLLYWOOD

Top established motion picture, radio, and TV agency seeking fresh writing talent and stories to sell in this ever-expanding market.

Send for free information.

THE SAGER AGENCY

BH Box 224

Beverly Hills, California

GHOST WRITING

NOVELS — BOOKS — RADIO SCRIPTS — STORIES

Want to submit a novel, a book, or a radio script? Here's your big chance. Authors whose work I have helped them with are selling. Let my creative re-writing help you to see your name in print. I not only edit, but polish and revise where necessary. I do not tell you what to do, I do it for you. Your manuscript is returned to you typewritten, ready for the publisher, showing off your work in its finest form. Carbon copy furnished. \$1.40 per four typed pages. Terms to be arranged.

MARIE ADAMS, 1694 Blair Avenue, St. Paul 4, Minnesota

GHOST WRITING

My work has been published in the United States, Canada, England, Scotland, India and in Braille. I'd like to help you, too. Tell me your needs and write for details.

WILL LOZIER

134-35 Cherry Avenue, Flushing 55, N. Y.

POETS AND WRITERS:

200 6 x 9, 24-page Books beautifully printed, embossed hard paper covers, \$88.80. Work guaranteed.

MERCHANTS PRESS

P. O. Box 112

Taylor, Texas

EASIEST WAY TO MAKE \$1 TO \$10 DAILY WRITING FILLERS

Will Heideman's New 1958 Revised Course & Markets
No long training or professional style and plotting technique needed. Shows how to write humor, juvenile stories, household tips, rewrites, etc. Complete with samples. Over 150 markets, also month of help to 1500 words of fillers if you order now. Other fiction courses and help available. ORDER TODAY—Send only \$1 (add 5c to checks) to—

WILL HEIDEMAN

Fern Park

Box 107-A

Florida

FRIENDLY, EXPERT HELP

What every writer needs. 25 years satisfactory service; worldwide clientele. Modern methods. Editing, revising, rewriting, ghosting, instruction; books, stories, speeches, articles, poems, fiction, non-fiction, text books. Each properly typed when ready. Free carbon on white paper. \$1.25 to \$1.75 a thousand word average. Minimum \$6.50.

IRMA A. GWIN-BUCHANAN

(San Francisco 1918 to 1943)

2140 Empire St., Stockton 5, California

ARTICLES AND STORIES WANTED

Manuscripts edited and marketed. No course of study but lots of personal help and guidance. Write for FREE copy of "Article Writing For Beginners."

L. TURNER LITERARY SERVICES

10 Redwood Ave., Toronto 8, Ont., Canada

tailed information concerning the requirements. Charles Abel, Editor. To 2c. Acc.

Poultry and Poultry Products

Poultry Supply World, 193 W. First St., Elmhurst, Ill. (M-20) Success stories, 1,000 words, on supply dealers; descriptions of new merchandising methods. Photos relating to dealers. Few cartoons. R. Dale Kelley. 2c, pictures \$2.50-\$5. Pub. Query.

Rubber

Rubber Age, 101 W. 31st St., New York 1. (M-50) Technical articles on rubber chemistry, technology, and manufacture. M. E. Lerner. \$10 per page. Pub. Query.

Textiles

Textile World, 330 W. 42nd St., New York 36. (M) Techniques and management in wool, cotton, and synthetics processing. Illustrations essential. P. M. Thomas. Acc. Query.

Transportation, Shipping

Mass Transportation, 222 E. Willow St., Wheaton, Ill. (M-40) Articles about new developments in public

passenger transportation of interest to executives of air line, railroad, bus, street car, school bus, and rapid transit companies. Fillers. News. Photos. Occasional cartoons. Bruce B. Howat. 1c. Photos \$1-\$5. Pub.

Wood and Lumber

American Lumberman Magazine, 139 N. Clark St., Chicago 2. (Bi-W-25) Illustrated features on new stores, merchandising ideas in retail lumber and building materials field. Guide sheet for freelance writers. Richard W. Douglass. Rates vary. Acc. Query.

National Hardwood Magazine, 2065 Union Ave., Memphis, Tenn. (M-50) Illustrated articles about production, selling, employee relations, etc., in wood-working factories that use hardwood. Payment by arrangement with author. Query.

Southern Lumber Journal & Building Material Dealer, P. O. Box 448, Jacksonville 1, Fla. (M-35) Articles 1,000-2,000 dealing with softwood or hardwood lumber manufacturing, woodwork plants, retail lumber yards and building material stores. Photos. Ross Schram, Jr. 1c. Pub. Query.

The Wooden Barrel, 408 Olive St., St. Louis 2, Mo. (M-Free) Articles on the use of new wooden barrels and kegs in various industries. Photos. Cartoons occasionally. H. V. Gill. 2c, pictures \$4-\$7. Acc. Query.

Markets in Company Publications

COMPANY publications are publications sponsored by firms, or occasionally groups of firms, to increase sales, good will, or other interests. Sometimes they are called house magazines, company-sponsored publications, or house organs—though the last term is not popular among most of their editors.

Inasmuch as there are more than 6,000 company publications, many of them wholly staff-written, the following list is merely representative. The publications listed have definitely expressed willingness to consider freelance contributions.

Many company publications which accept material do not wish to be listed because they lack facilities for handling a mass of manuscripts. The writer who wants to work in this field can look at company publications in various offices and retail establishments. If he has an idea he feels would appeal to one of them, a query to the editor will usually bring a response. By following this practice a writer can build for himself a list of publications receptive to his material.

In the following list the type of product manufactured by the sponsor is given where this is not clear from the publication or company name.

The Beaver, Hudson's Bay Company, Main St., Winnipeg, Manitoba, Canada. A restricted market for travel material of the Canadian North. Illustrations essential. Clifford P. Wilson. 5c. Pub.

Buick Magazine, 818 W. Hancock Ave., Detroit 1, Mich. Well-written articles on places of interest to motorists because of scenic, recreational, and/or

historical attractions; well-established events, festivals, and celebrations of interest to a large number of people; unusual sports and athletic events of broad interest; occasional human-interest and seasonal features. One-page articles, 400-600 words, should include several professional black and white photographs; two-page articles, 800-1,000 words, a minimum of 10 photographs. Photo-features used occasionally. A limited freelance market. Payment according to value of material. Acc. Supplementary rights released.

Canadian Tractor Farming, International Harvester Company of Canada, Ltd., 208 Hillyard St., Hamilton, Ont., Canada. Mostly staff-written but uses some articles 1,300-2,000 on Canadian farm life. Now seeking material from prairie provinces and British Columbia. While both English and French editions are published, text should be in English. G. W. Nelson. 4c up, photos \$3 up. Acc. Query essential.

Cherry Burrell Circle, Cherry Burrell Corporation, 327 W. Randolph St., Chicago 6. (Dairy supplies and equipment.) Articles 1,000-2,000 on operations of dairy products processing plants using Cherry-Burrell equipment and on merchandising dairy products; dollars-and-cents savings stories, how-we-did-it stories, etc. Include 1-3 action photos 4 x 5 or larger. J. F. Casarella. 2c, photos \$5. Acc. Query.

Church Business, Duplex Envelope Co., Box 5030, Richmond 20, Va. (Q) Articles 800 or fewer words on new plans or programs to improve work or extend influence of the church, proved and adaptable to use by Protestant churches everywhere; no money-making schemes. Miss Mary M. Cocke. No fixed rate. Acc.

Dodge News Magazine, Prince & Co. 5435 W. Fort St., Detroit, Mich. Travel, personality, science

TEN LESSONS IN STORY TECHNIQUE Plus Critiques of Your Stories

A practical course prepared for beginners who wish fiction training. . . . **Proved by class results** for five years. Offered by mail for the first time at a surprisingly low price—only \$12.50. Special Bonus: Two completed stories criticized for you personally by the author of the course without extra charge. Particulars free.

BEIMFOHR ASSOCIATES

725 Emerson St.

Evanston, Ill.

MANUSCRIPTS TYPED

By experienced typist. 20 lb. bond paper, one carbon, extra first page. 50c per 1000 words, 60c with minor corrections, plus postage. **Prompt service.**

MABEL B. BLOXSON

102 Fairmount Homes, Inc.

Springfield, Vermont

articles to 500 words. Pictures must accompany MSS.—black and white, color transparencies. Top rates. Pub.

Du Pont Magazine, E. I. Du Pont de Nemours & Co., Wilmington, Dela. (Chemical products, fibers, films, photo products) Articles dealing with use of Du Pont products, with photos or drawings of high quality. Gordon H. Kester. \$60-\$110 for 2-3 page article. Query.

Dutch Boy Paint Dealer, National Lead Company, 111 Broadway, New York 5. Occasional articles on selling paint or paint store problems and solutions. Photos of special promotions or outstanding paint jobs with Dutch Boy paints. Milt Groth. Text varying rates, photos \$5-\$7.50. Acc. Query.

Ford Farming, 2500 E. Maple Rd., Birmingham, Mich. (Tractors and other farm equipment.) Directed specifically to farmers using mechanical equipment. Success stories involving use of Ford products; should be illustrated. Noel Loveland. To \$200. Acc.

Ford Times, Ford Motor Co., The American Road, Dearborn, Mich. Well-illustrated travel, place, sport, or other articles, 1,200-1,500; brief picture stories with or without Ford angle. 10c. Acc.

Friends Magazine, Chevrolet Motor Division, General Motors Corporation, 3-135 General Motors Bldg., Detroit 2, Mich. An all-picture magazine seeking photographs which tell a factual story; accompanying text may be in memorandum form. Frank Kepler. Two-page spread black and white \$200, color \$300. Acc. Query.

The Furrow, Deere & Company, Moline, Ill. (Farm machinery) Practical farming articles showing successful or profitable practices anywhere in North America, 200-500 words, with photos if possible. Longer articles on assignment. F. E. Charles. About 4c, photos \$5-\$10. Acc. Query on all articles above 500 words.

Home & Highway, 7447 Skokie Blvd., Skokie, Ill. Human interest articles, family service and family adventure articles, 800-1,200, with photos or photo possibilities, \$50-\$250. Photo stories, black and white or color. Standard ASMP rates. D. L. Watt. Acc. Query.

Hometown—The Rexall Magazine, 8480 Beverly Blvd., Los Angeles 54, Calif. (M-free) Fiction 1,800-3,300 that has family appeal, humor, light romance; no crime or trick endings. Occasional short articles 800-1,800 on how-to-do home projects, child care, etc. Oversupplied with fillers, quizzes, cartoons. V. W. Beardsley, Editor. Fiction \$75-\$100, articles \$35-\$50, pictures \$5. Acc.

The Milk Salesman, A. D. Walter Advertising Agency, 5405 Penn Ave., Pittsburgh, Pa. Articles 500 words. Cartoons. A. D. Walter. Articles \$5 each, cartoons \$5. Acc. Do not query.

Modern Pharmacy, Parke, Davis & Company, Detroit 32, Mich. (Q) Articles 600-700 of interest to retail pharmacists; no soda fountain or gadget stories. Plenty of good photos with articles. A few cartoons. George A. Bender. 3c, photos \$5, cartoons \$15. Acc. Query. Copies of magazine available to prospective contributors.

The Office Economist, Art Metal Construction Company, Jamestown, N. Y. (Office equipment) Articles 2,000 of interest to business management, particularly office managers. C. W. Simpson. 2c. Acc. Query.

People and Places, 1800 W. Fullerton Ave., Chicago 14. (Automobiles—published for the De Soto-Plymouth dealers) Seeks only picture stories of interesting people and places in the United States; photos must be at least 8 x 10 and have plenty of human interest. Ralph N. Swanson. Pub.

Popular Home Magazine, United States Gypsum Company, 300 W. Adams St., Chicago 6, Ill. (Building products) Very few finished articles. Can use leads on good remodeling jobs and new small houses that use the company's types of building materials—pays scouting fees and supervises its own photog-

GHOSTWRITER

Over twenty years experience in mending writing for marketing. I do not tell what to do. I do it for you. Reference women's WHO'S WHO. Correspondence requires return postage.

NATALIE NEWELL

2964 Aviation, A-J.

Miami 33, Florida

\$149.50

100 copies 40 page Poetry Book

Other sizes quoted on request

Sample shown on request

TRIANGLE PUBLISHING COMPANY

3104 Ross Ave.

Dallas, Texas

PROMPT TYPING SERVICE

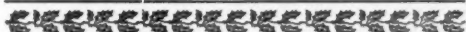
Novels, Stories, Books, Plays, Radio, Poems

EDITORS appreciate and BUY readily manuscripts in correct style, with flawless spelling, punctuation and grammar. Excellent 20 lb. bond. Carbon copy. 50 cents per 1000 words. Reinforced envelopes and cartons used in shipping. NOVELS beautifully tailored to present the most inviting appearance.

PAULA OWENS

1694 Blair Avenue

St. Paul 4, Minnesota



A Christmas Gift Any Writer Will Value

For that writer friend on your Christmas list—what more appropriate gift than a subscription to **AUTHOR & JOURNALIST**? Month after month he'll appreciate your thoughtfulness. Just fill out the coupon below and send it with your remittance. We will enter the subscription and will send an attractive gift card to arrive shortly before Christmas. Subscription will begin with the January (1958) issue unless otherwise directed.

To make sure your order reaches us in time, send it TODAY.

AUTHOR & JOURNALIST

1313 National Bank of Topeka Bldg.,
Topeka, Kansas

Enclosed is remittance of ____\$3 for 2 years

____\$2 for 1 year. Please send **AUTHOR & JOURNALIST** as my gift

To _____

Street _____

City & State _____

My gift card to be signed _____

Name of giver _____

Street _____

City & State _____

BEGINNERS:**Earn Money at Home While Writing**

Write a newsy English column for small foreign papers (under fifty thousand population). The same mimeographed column goes to all of your listings. Excellent, interesting work, and you are your own boss. **It is your own business with splendid remuneration.** For complete details (with subjects) send one dollar to

ANTHONY D. OLIVER

7239 Fulton St.

North Hollywood, Calif.

AUTHORS WANTED!

Poetry, County Histories, Novels, and miscellaneous books. National advertising, Catalogues, Reviews, 30 years experience. Professionally done jackets, folders. Low subsidy high results with prepublication sales. Write:

PAUL L. HEARD, Editor-Publisher

ROYAL PUBLISHING COMPANY

7918 Maxwell Dr.

(prompt delivery)

Dallas, Texas

POEMS WANTED**To Be Set To Music**

Send one or more of your best poems today for **FREE EXAMINATION**. Any Subject. Immediate Consideration.
Phonograph Records Made

CROWN MUSIC CO., 49 W. 32 St., Studio 142, New York 1

**ACCURATE MARKET
LISTS**

The manuscript market lists published in **AUTHOR & JOURNALIST** are recognized as tops in accuracy and reliability.

Special market lists are contained in the following issues:

Little Magazines. October, 1956

Juvenile Magazines. February, 1957

Poetry (Including Light Verse). March, 1957

Fillers. April, 1957

Short-Short Stories. May, 1957

Travel, Farm Magazines. June, 1957

Handy Market List. July, 1957

Book Publishers. August, 1957

Specialized Magazines. September, 1957

British Markets. Religious Magazines. October, 1957

Syndicates. Greeting Cards. Amateur Plays. November, 1957

Send 25c (coin or stamps) for each copy you wish.

AUTHOR & JOURNALIST

1313 National Bank of Topeka Bldg.
Topeka, Kansas

raphy. A few cartoons of top quality on home improvement and family situations. Mort Reed, Jr. Rates equal to those of the large shelter magazines. Acc. Query.

Reporter, Allis-Chalmers, Construction Machinery Division, Box 512, Milwaukee 1, Wis. Distributed to heavy construction contractors, equipment operators, and highway officials. Mostly articles pertaining to construction jobs; i.e., road building, conservation projects, dam construction, sanitary landfill, etc. Allis-Chalmers heavy construction equipment must be employed on these jobs. David C. Lantz. 3c, photos \$5. Acc. Query.

Safeway News, 3124 East 14th St., Oakland, Calif. Cartoons about food and food stores. "Cartoons should not depict food clerks as nitwits, nor customers as dupes. We want humor but on a level establishing grocery work as a specialized career." Photos for cover use. A. F. Lemes.

Scenic South, Standard Oil Company (Kentucky), Starks Bldg., Louisville 2, Ky. Photographs with captions—single or in series—showing subjects of scenic, historical, and general interest in Alabama, Florida, Georgia, Kentucky, Mississippi. Black and white glossy prints 8 x 10 for inside pages; transparencies 4 x 5 or larger for covers. Robert B. Montgomery. Black and white photos \$5-\$10, color transparencies \$75. Acc. Copies of magazine available to freelance photographers.

The Seng Book, The Seng Company, 1450 N. Dayton St., Chicago 22. (Furniture) Articles 500-1,000 on problems of retail furniture store operation, sales training, advertising; photos to illustrate articles. Sales tips 75-150 (not acknowledged or returned). Cartoons with furniture store background. Franklin E. Doan. 2c up, photos \$3, cartoons \$5. Acc. Sales tips \$2. Pub.

Snaps, Eastman Kodak Company, 343 State St., Rochester 4, N. Y. Amateur snapshots, all subjects, black and white or color. Prefers human interest and close-up shots rather than scenics. Donald C. Silver. \$5 up. Acc.

Think Magazine, International Business Machines Corporation, 590 Madison Ave., New York 22. General, business, educational, and scientific articles 800-2,000. Short verse. Scenic photos. 10c, photos \$7.50-\$10. Acc.

Tile and Till, Eli Lilly Company, Box 618, Indianapolis, Ind. This magazine goes to druggists all over the country, and much of the material is sent in by the company's salesmen. The professional side of pharmacy is the field. Can use exceptional human-interest stories that have wide appeal and a pharmacy slant. "Cover personality, salesmanship in 400-500 words (occasionally to 1,200 words) and toss in a clear picture or two and your story will rate a careful reading." Occasionally uses a cartoon. J. W. Lansdowne. 3c up. Acc.

Timber Topics, Allis-Chalmers, Construction Machinery Division, Box 512, Milwaukee 11, Wis. For foresters, loggers, etc. On-the-job stories of equipment usage in all fields. On the lookout for good human interest material in the lumber industry. David C. Lantz. 3c, photos \$5. Acc. Query.

Trained Men, International Correspondence Schools, Scranton, Pa. Articles 500-2,000 on problems of personnel, employment, training, supervision of workers, office management, upgrading methods. G. F. Carpenter. Rate according to merit.

FREE! FREE! FREE! Analysis of a THIS WEEK SHORT-SHORT by Robert Oberfirst

THIS WEEK with a circulation of about 10,000,000 publishes the best short-shorts obtainable and pays the highest rates. This booklet shows what makes a **This Week** short-short tick. Stewart Beach, Fiction Editor of **THIS WEEK**, writes me regarding this booklet: "I read with a great deal of interest your analysis of a **This Week** short-short and I thought it was just right. I felt it was something of a classic . . ." It will be mailed free to all writers seriously interested in writing short-short fiction.

ROBERT OBERFIRST, Literary Agent, P. O. Box 539, Ocean City, New Jersey

ADEAS . . .

ADEAS offers you an inexpensive opportunity to advertise your miscellaneous wants and wares. Rate: 9c a word, first insertion; 8c a word, subsequent consecutive insertions of the Adeas without change; no agency commission allowed. A checking copy of the magazine, 10c extra. Copy and remittance must reach us by the 28th of the second month preceding insertion. Critics, courses, agents, typists, may use display advertising only. **AUTHOR & JOURNALIST**, 1313 National Bank of Topeka Bldg., Topeka, Kans.

BOOKS, WRITERS' HELPS

WRITE BETTER STORIES! Vivid characters, terrific plot. Character Creator \$1. Plot Creator \$1. Details FREE. Both Kits contain charts, lists, wheel, booklets, etc. Ralph Blois, 2208 Overdene Ave., Rockford, Illinois.

MAKE MONEY writing features. Amazing book tells how. Free literature. Ben Arid, 1141 7th St., Hermosa Beach, Calif.

400-YEAR CALENDAR. All dates, including Easter, 1753-2152. Chart 21x28, \$1. Thomas Carruth, Crowley, Louisiana.

EXPLODE YOUR TALENT—new type primer for beginning writers. \$1.00. F. Bernier, 296 Bedford St., Lexington 73, Mass.

DOLLARS FOR FILLERS, 10c; Contest Tips, free. Pattillo Agency, Clanton, Alabama.

FOOL-PROOF HANDBOOK of English. Every writing problem explained and illustrated. \$1.00. Marjorie Davidson, Laceyville, Penna.

"PIN MONEY WITH YOUR PEN," complete filler course and markets. \$2. Solak, 12244 Wentworth, Chicago 28, Ill.

BACK ISSUE MAGAZINES. Partial listing available. W. G. Milnes, 27 Becker, Manton, R. I.

300 FILLER MARKETS described—75c. Marion Gee, Box 2171, Charleston, S. C.

RHYTHM IN WRITING is the first and original study of the creative processes in writing (1939). Read it! — \$1.00 — Risser — 30 W. Bayaud, Denver, Colo.

IMPETUS gives stimulating daily assignments. Prose or poetry. Market hints. \$1.00. Shirley Wright, 1041 N. 24th, Fort Dodge, Iowa.

WRITER'S ABC SHORTHAND. Nationally used textbook. \$2. Returnable. Zinman, Bayside, Virginia.

OPPORTUNITIES

FREE CATALOGS Texas & West Books. Ten apartment motel \$2000 down. Homesites, water, view, trees, 9000 feet high, \$450. W. M. Morrison, Eagle Nest, New Mexico.

WANT A HAPPY LIFE? See my ad on page 30. Anthony Oliver.

SONGWRITERS-SINGERS—Names and addresses of 400 active record companies you should contact. \$1.00. Thompson's, 1450 Wolf Ridge Road, Mobile, Alabama.

MARKETS

INFORMATION GUIDE for cartoonists and gagwriters. Full of new cartoon markets, tips, hints, cartoon and gag-writing lessons and cartoon news. Send for free copy. Information Guide, 2776 California Court, Lincoln, Nebr.

MARKET LISTS! Back numbers of **AUTHOR & JOURNALIST** listing various types of markets for manuscripts are available as long as they last, at 25c each postpaid. October, 1956 (Little Magazines). February, 1957 (Short-Short Stories). March, 1957 (Poetry, Including Light Verse). April,

BE SURE OF GETTING

AUTHOR & JOURNALIST

EVERY MONTH

Articles by top-name authors
A different market list in every issue

Subscribe Now and Save Money!

AUTHOR & JOURNALIST
1313 Natl. Bank of Topeka Bldg.
Topeka, Kansas

I enclose remittance for my subscription:

----- \$3 for 2 years (saving me \$3 over
single copy cost)

----- \$2 for 1 year (saving me \$1 over
single copy cost)

50c additional per year outside U.S.A.
(Single copies 25c each)

Name -----

Street -----

City & State -----

1957 (Fillers). May, 1957 (Short-Short Stories). June, 1957 (Travel Markets, Farm Magazines). July, 1957 (Handy Market List). August, 1957 (Book Publishers). September, 1957 (Specialized Magazines). October, 1957 (British Markets, Religious Magazines). November, 1957 (Syndicates, Greeting Cards, Amateur Plays). Send 25c each (coin or stamps) to **AUTHOR & JOURNALIST**, 1313 National Bank of Topeka Bldg., Topeka, Kansas.

SERVICES

PHOTOGRAPHS FOR WRITERS. Reasonable. Paul's Photos, 3702 Lakewood Ave., Chicago 13.

YOUR STORIES adopted for television. See Will Lozier's ad, Page 27.

WANT TO WRITE PROFESSIONALLY and thereby sell as quickly as possible? Find answer my ad, this magazine, page 29. **NATALIE NEWELL**, Ghostwriter.

PERSONALS

MAIL RECEIVED and forwarded. Postage extra. \$2.50 per month. H J H, 312 Miller Ave., Mill Valley, California.



SOCIAL

Correspondence Club



EXPERIENCE the thrill of romance thru this select club! Introductions-by-letter. This club is conducted on a high plane to help lonely, refined, marriageable men and women find compatible friends. Discreet, confidential service . . . vast nationwide membership. Est. 1922...Sealed particulars **FREE**. **EVAN MOORE**, Box 988, Jacksonville, Florida

Coming to
New York?

Drop in
for a chat
about your
book.

VANTAGE POINTS

Published by

Vantage Press, Inc., 120 W. 31 St., New York 1

Branch Offices: Washington, D. C., Chicago, Ill., and Hollywood, Calif.

Our contracts
assure you of
National
Advertising
on your
book.

Vol. 57, No. 12

December, 1957

Noted Song Writer's Life Story Selling At A Brisk Pace and Stirring Up Keen Movie-TV Interest

New Chicago Office Now Serving Midwest

Vantage Press has just opened its third branch office in the United States. The new office is on one of the most famous thoroughfares in Chicago, at 220 South Michigan Avenue, and is headed by Mr. and Mrs. Albert N. Williams, both of whom have had long experience in the literary field.

If you live in or near Chicago, or are passing through, you are cordially invited to visit with Al or Ann Williams who will be happy to discuss your manuscript with you. If you should write the Chicago office for information, you will receive a prompt and courteous reply.



Dr. A. M. Winchester, author of the fast-selling *Hereditry and Your Life*, appears on the Virginia Graham television show (WABD-TV) with Dr. Gerald Wende and Dr. A. Shapiro.

Fall, 1957, Marked by Heaviest Vantage Sales Volume in Years

Publishers in general are enjoying one of the best years they have had in a decade, according to *Publishers' Weekly*, leading book trade weekly. In line with this trend, *Vantage Press'* sales to wholesalers, dealers and libraries have hit record proportions, with many titles profiting from our extensive program of publicity and promotion.

Substantial orders have been received from such wholesalers as A. C. McClurg, Chicago; Baker & Taylor, New Jersey; American News Co., New York; and Vroman's on the West Coast. If you are seeking a publisher with good distribution and sales facilities, learn about the program that *Vantage Press* offers you. Mail the coupon for free literature.

L. Wolfe (Wolfie) Gilbert's "Without Rhyme or Reason" Now in 2nd Edition; Critics Lavish in Their Praise

Louella Parsons, in her nationally syndicated column, reports that L. Wolfe Gilbert's "Without Rhyme or Reason," recently published by *Vantage Press*, has attracted the attention of several motion picture studios on the West Coast. According to Miss Parsons, the book so intrigued Alan Ladd that he has already made an offer for the film rights through his Jaguar Productions. Plans are to star Frank Sinatra.

TV Discussions Under Way

At the same time discussions are under way with all three leading TV networks for a spectacular based on this sparkling autobiography of one of America's great songwriters,

the man whose unforgettable songs include: "Waiting for The Robert E. Lee," "Ramona," "Down Yonder," "The Peanut Vendor," "Mar-ta," "My Mother's Eyes," "Jeannine, I Dream of Lilac Time," and some 200 others.



Spanning fifty colorful years of show business, and carrying a foreword by Jimmy Durante, "Without Rhyme or Reason" moved swiftly into its second edition soon after publication. This followed a well-organized campaign of national advertising, direct-mail promotion, TV and radio publicity, plus autograph parties at J. W. Robinson's, Beverly Hills, and The Friars Club. Columbia Pictures based a film short on the Friars event and released it nationally to theatres.

Much Critical Praise

There has been a stream of critical praise for Gilbert's book. Some of the comments: "Must enjoy book" — Walter Winchell. "I laughed, I cried, I loved it!" — Eddie Cantor. "Hilarious and informative." — *Hollywood Reporter*. "One of the most amusing books in years!" — *Richmond (Va.) Times-Dispatch*.

The organization that made this book a success is ready to go to work for you, on your book. If you have a manuscript ready, get the facts about our subsidy program by mailing the coupon for our free 24-page illustrated booklet. *Vantage Press, Inc., 120 West 31 St., New York 1, N. Y.*

Two More Sellouts!

Hardly a month goes by that some *Vantage* title does not sell out its first edition and go into a second printing. Latest of such sellouts are "I Was An Alcoholic" by Aubrey Willis and "Glamour, Glucose and Glands" by Dr. Frank J. Wilson. Both books sold out their first editions within six months of publication.

If you have a manuscript that you want published, promoted and publicized, mail the coupon below for free literature explaining our successful and popular subsidy program.

Looking for a Publisher? Mail this coupon!

(Mail to office nearest you)



FREE!

Vantage Press, Inc., Dept. BB,
120 W. 31 St., New York 1, N. Y.

In California: 6253 Hollywood Blvd., Hollywood 28
In Midwest: 220 So. Michigan Ave., Chicago 4, Ill.
In Washington, D.C.: 1010 Vermont Ave., N.W.

Please send me your free 24-page illustrated booklet explaining your subsidy publishing program.

Name _____

Address _____